NOVEMBER 13, 1944 PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Broadcast Advertising

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DETROIT

Shout your head off!

There's one advantage that ship's officer has that some radio advertisers don't have . . . he *knows* his audience is listening!

Down here in Baltimore we've got a way to fix that for advertisers. It is suggested that they check into the W-I-T-H radio audience.

This is the independent station that delivers more results per dollar spent than any other station in town. It has the audience and the audience has the money to buy.

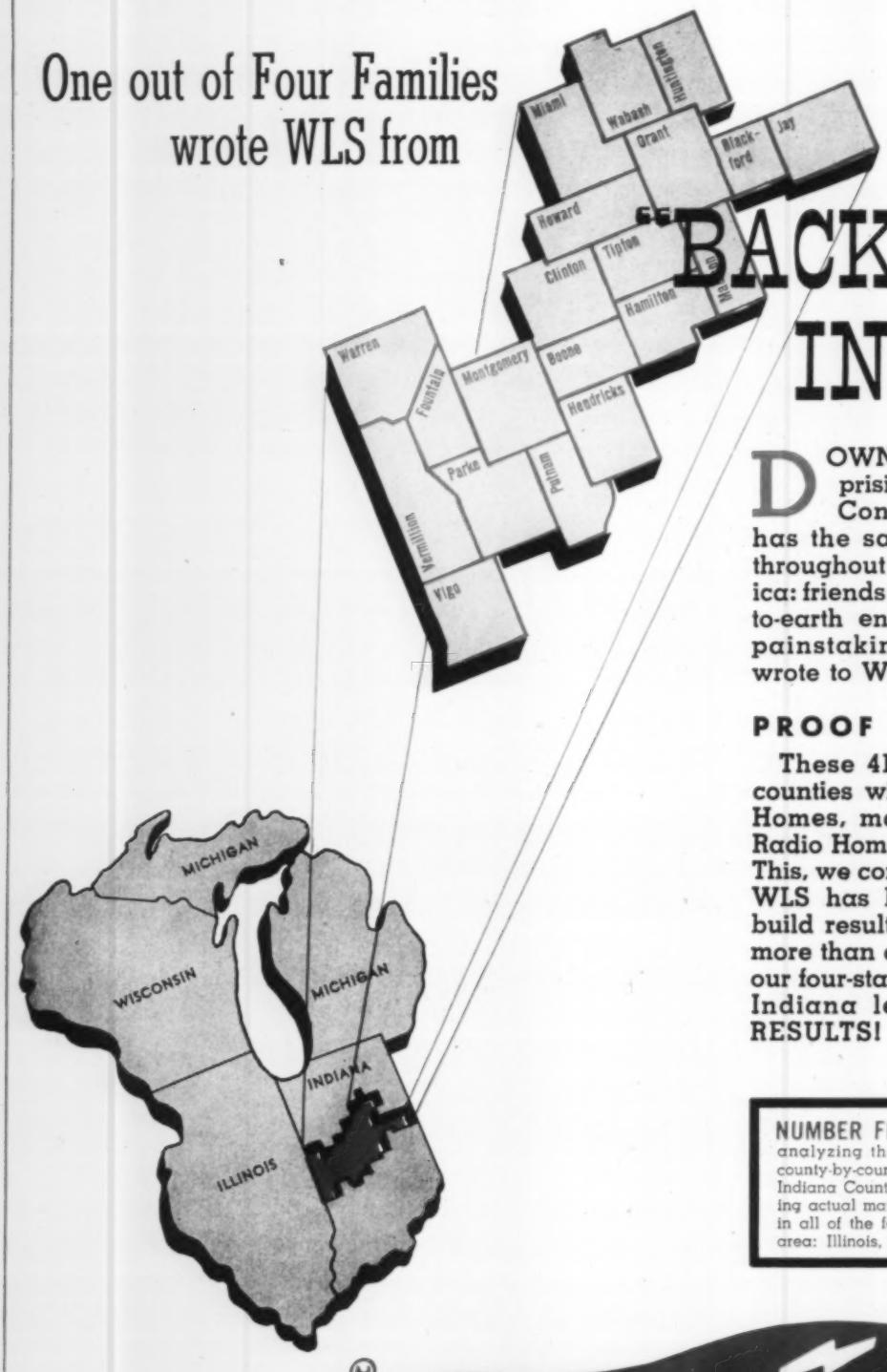
There is a pile of cold-as-steel facts that proves that if you want coverage that pans out on a low cost per sale basis, your best bet in Baltimore is W-I-T-H.

W·I·T·H

Baltimore, Md.

Tom Tinsley, *Pres.* • *Represented Nationally by* Headley-Reed

One out of Four Families wrote WLS from



"BACK HOME IN INDIANA"

DOWN in the twenty counties comprising Indiana's fifth and sixth Congressional Districts, WLS has the same kind of friends it has throughout the rest of Midwest America: friends created long since by down-to-earth entertainment and thorough, painstaking service. 41,597 of them wrote to WLS last year!

PROOF OF WLS RESULTS

These 41,597 letters came from 20 counties with a total of 162,039 Radio Homes, making 25.6 letters per 100 Radio Homes. Over ONE out of FOUR! This, we consider, is tangible proof that WLS has built friends for itself, will build results for you. Like our total of more than a million letters a year from our four-state area, these 41,597 central Indiana letters shout: WLS GETS RESULTS!

NUMBER FIVE in a WLS series of advertisements analyzing the station's intense listener-response county-by-county. This ad shows WLS mail from 20 Indiana Counties. Through the series, we are revealing actual mail response and its ratio to radio homes in all of the four states in the WLS Major Coverage area: Illinois, Indiana, Michigan, Wisconsin.

WLS

CHICAGO 7

The PRAIRIE FARMER STATION

BURRIDGE D. BUTLER
President

GLENN SNYDER
Manager

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

REPRESENTED BY
JOHN BLAIR & COMPANY

MANAGEMENT AFFILIATED WITH **KOY**, PHOENIX, AND THE ARIZONA NETWORK, **KOY** PHOENIX ★ **KTUC** TUCSON ★ **KSUN** BISBEE-LOWELL-DOUGLAS

Yes—

we can *Talk* turkey if you want facts and figures on radio selling in Philadelphia

THE STATION THAT SELLS

WPEN

950 ON THE DIAL • 5000 WATTS • PHILADELPHIA • PA •

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

This is the Belgian Congo

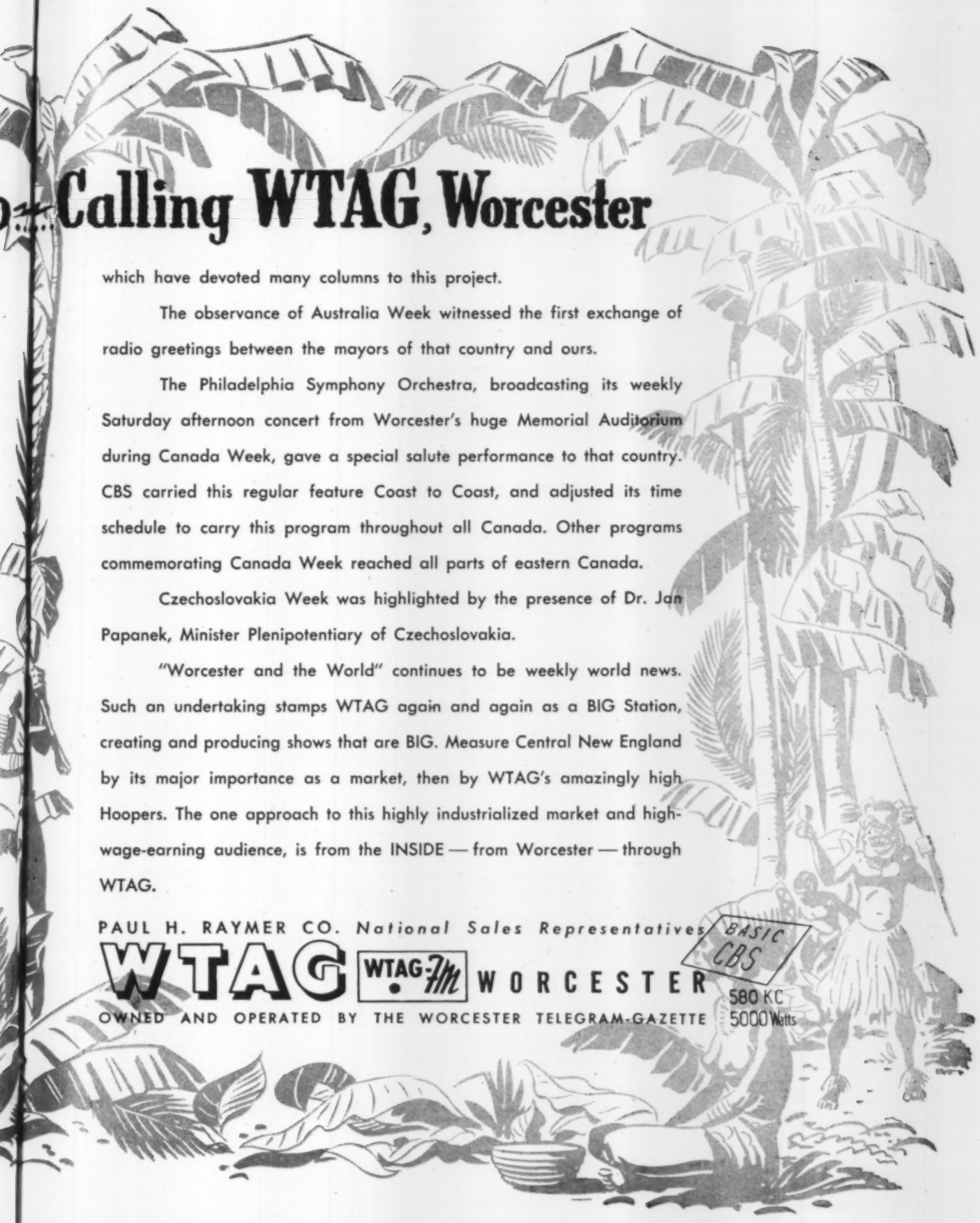
If you are a short wave fan, you may have heard this broadcast from Leopoldville — the first time a series of broadcasts has ever been directed from Leopoldville to an individual station in the United States — the weird yet rhythmic beat of the tom-tom, followed by an intensely dramatic story of life in the Belgian Congo.

These and similar broadcasts were part of Belgium Week in the "Worcester and the World" series, designed to bring to the people of Central New England a better understanding of the peoples of the United Nations.

One week of the series is dedicated to each of the United Nations. Each week, dignitaries and representatives of the respective countries come to Worcester to participate in the WTAG Public Forum broadcast from Clark University, to speak to school and college groups, social and civic meetings.

Each week's programs are used by the OWI as the framework for a world-wide broadcast, as well as for special broadcasts to individual countries. OWI cameramen come to Worcester to record the highlights of each week.

"Worcester and the World" thanks the Associated Press for complete coverage of the program in an excellent bulletin plus a full feature story to all subscribers, the Christian Science Monitor for two successive feature stories, and the many other newspapers in this country and abroad



Calling WTAG, Worcester

which have devoted many columns to this project.

The observance of Australia Week witnessed the first exchange of radio greetings between the mayors of that country and ours.

The Philadelphia Symphony Orchestra, broadcasting its weekly Saturday afternoon concert from Worcester's huge Memorial Auditorium during Canada Week, gave a special salute performance to that country. CBS carried this regular feature Coast to Coast, and adjusted its time schedule to carry this program throughout all Canada. Other programs commemorating Canada Week reached all parts of eastern Canada.

Czechoslovakia Week was highlighted by the presence of Dr. Jan Papanek, Minister Plenipotentiary of Czechoslovakia.

"Worcester and the World" continues to be weekly world news. Such an undertaking stamps WTAG again and again as a BIG Station, creating and producing shows that are BIG. Measure Central New England by its major importance as a market, then by WTAG's amazingly high Hoopers. The one approach to this highly industrialized market and high-wage-earning audience, is from the INSIDE — from Worcester — through WTAG.

PAUL H. RAYMER CO. *National Sales Representatives*

WTAG WTAG-FM **WORCESTER**

BASIC CBS

580 KC
5000 Watts

OWNED AND OPERATED BY THE WORCESTER TELEGRAM-GAZETTE

STABILITY
in every branch of radio broadcasting KOIL consistently produces top notch programs.

KOIL Covers Special Events FIRST

BECAUSE THE ONLY MOBILE UNIT IN OMAHA IS KOIL'S.

EXAMPLE: Sept. 28, 1944, 9 killed—84 injured—a terrific train wreck—40 miles from Omaha and KOIL did the only on-the-scene' account; was first broadcasting appeals for doctors —nurses.

EXAMPLE: Sept. 15, 1944, 3 killed—many injured. Hastings Ammunition Depot explodes! KOIL was first with flash; did the only 'on-the-scene' account.

EXAMPLE: Spring, 1944—Flood!! KOIL mobile unit for 2 days supplied only outside communication—only lighting power for Waterloo, Neb.

KOIL Represented by Edward Petry Co., Inc.

CBS in Omaha

GORDON GRAY, General Manager

5000 WATTS . . . 1290 KILOCYCLES

BROADCASTING
The Weekly Newsmagazine of Radio Broadcast Advertising

Published Weekly by Broadcasting Publications, Inc.

Executive, Editorial, Advertising and Circulation Offices: 870 National Press Bldg. Washington 4, D. C. Telephone: ME 1022

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HOLLYWOOD: 1509 N. Vine St. GLadstone 7353.
TORONTO: 417 Harbour Commission Bldg. ELgin 0775.

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Now! At All Times*

~~Between 8 A.M. and 6 P.M.~~

WAAT delivers more listeners per dollar in America's 4TH Largest Market than any other station– including all 50,000 watters!*

**See Latest Surveys! Check Availabilities!*

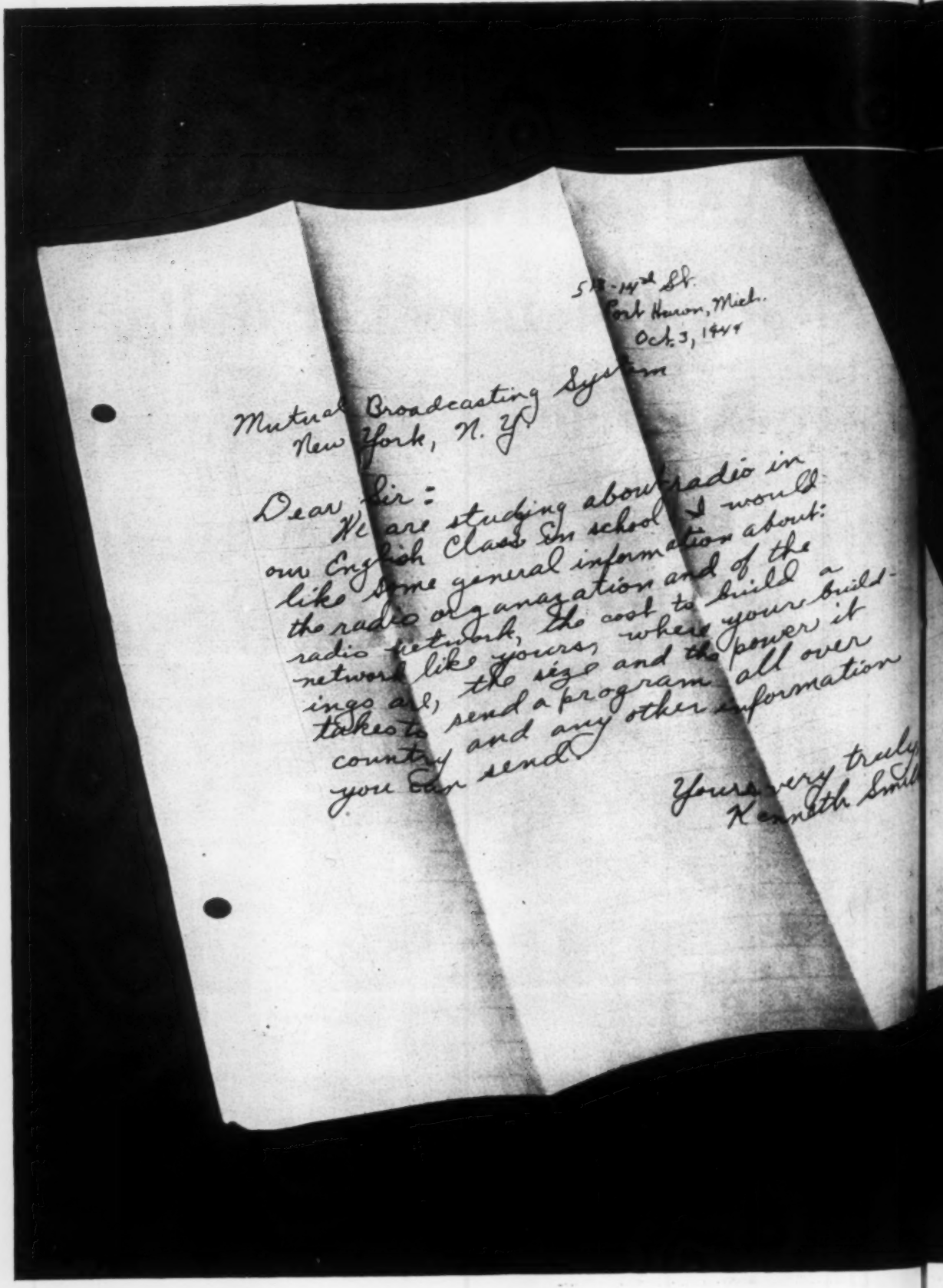
National Representatives: Radio Advertising Co.

WAAT

970 KC
NEWARK,
N. J.

Do you realize this market contains over 3½ million people; more than these 14 cities combined:— Kansas City, Indianapolis, Rochester, Denver, Atlanta, Dallas, Toledo, Omaha, Syracuse, Richmond, Hartford, Des Moines, Spokane, Fort Wayne.

"DOLLAR FOR DOLLAR NEW JERSEY'S BEST RADIO BUY"



5[illegible]-14th St.
Port Huron, Mich.
Oct. 3, 1944

Mutual Broadcasting System
New York, N. Y.

Dear Sir:

We are studying about radio in our English Class in school & would like some general information about the radio organization and of the radio network like yours, the cost to build a network like yours, where your buildings are, the size and the power it takes to send a program all over country and any other information you can send.

Yours very truly,
Kenneth Smith

It's easy, Kenneth!

So you want to know what it takes to build a network like Mutual.

Thanks for your letter, Kenneth. The answer is simple.

Start ten years ago, with four big stations in four big markets. As you add outlets, remember the need for placing them as close as possible to the listeners you want to serve. Keep extending the network every year until you make it the largest in the world, with 245 stations.

Pick all your stations carefully, Kenneth. Make sure each one has a potent, friendly voice in its own community. Dominant power and popularity in the biggest cities and an intimate, neighborly touch in the rest of home-town America -- that's what your network should provide -- and that's what Mutual delivers.

Take your own home town. Port Huron is a good example of a key market served from within by just one network, Mutual. Jot down a few figures, Kenneth. Did you realize that your 33,000 neighbors earn over $46,000,000 a year, and spend more than $25,000,000 a year in retail purchases alone?* Yours is a mighty important market, and so are the other 140 centers where your network has the only station -- not to mention the rest of the nation where Mutual's voice is so continuously welcome in cities large and small.

One final thought, Kenneth. As you plan the 'organazation' of your radio network, don't forget to keep the cost-per-ear at a rock-bottom minimum. That's what Mutual offers: an evening half-hour on the full network, at peak listening periods, for as little as $7,550.

this...is MUTUAL

*Corporate city-limit figures, 1943, from Sales Management.

Oh, what a beautiful signal!

What are the most joyous sounds in business? One is the gleeful ring of the phone — instantaneous response to a radio sales talk.

WWDC has rung up some unbeatable records for many direct order advertisers.

The other is the cheerful tinkle of cash register bells.

WWDC has really rung the bell for many Capital merchants.

Put these two sound effects together. You get a compelling melody that tells advertisers this hard-hitting independent knows how to ring the bell—and at sales costs that read like a tone poem to the most cost-conscious sales manager.

If you want direct returns in Washington, you want WWDC to lead the band.

WWDC
WASHINGTON

National Representatives
WEED & COMPANY
NEW YORK • CHICAGO
HOLLYWOOD • DETROIT
BOSTON • SAN FRANCISCO

At Deadline . . .

ATTORNEYS of RCA and CBS met in New York Friday to discuss the next steps in the recording deadlock. The group, which met intermittently through the week, made no statement.

BROWN & WILLIAMSON Tobacco Corp., Louisville, has started spots under 26-week contract placed through Russel M. Seeds Co., Chicago.

LEWIS HOWE Co., St. Louis, has started a spot test for Tums in major markets. Olian Adv. Co. is agency, handling campaign from Chicago and St. Louis offices.

WLIB Brooklyn, recently acquired by the New York Post, henceforth will be identified as a New York station. The FCC Friday granted the station authority to use the New York designation.

SELLERS of SALES

PERIPATETIC Clark (Fritz) Snyder is contact man of Biow Co., New York—and that's exactly what he does. Fritz contacts stations on the Bulova account and he probably has a wider acquaintance among station men than any agency executive in the business. He has a plane pilot's disregard for distances—one day finds him in Columbus, another in Indianapolis, the next in Chicago or Des Moines. No sooner does he check in at the Biow Radio City offices in New York than he's off to the field again.

Fritz likes to sit down with station men, mull over mutual problems, and, of course, talk about that Bulova business—a business which amounts to some $3,000,000 in yearly spot revenue. With a laconic disregard for what he terms the "rocking chair timebuyer", Fritz maintains, "It's impossible to sit behind a desk in New York and do an adequate spot placement job. Advertising is a fast moving business and it has gone beyond the hand-shaking stage. It's important to know the managers, the commercial managers and the announcers who are selling your product."

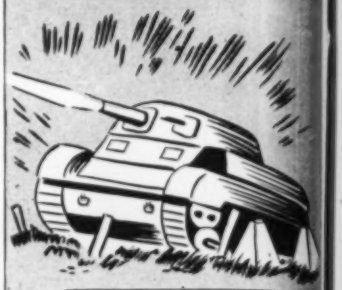
If pressed, Fritz will admit that he's been in advertising for almost thirty years. A diary of those three decades would include: advertising manager, Cole Motor Co., Indianapolis; advertising manager, Chrysler Sales Corp.; account executive in charge of the Chrysler account, MacManus Inc., Detroit; account executive, Advertisers Inc., Detroit; Advertising & Sales Promotion Manager of Standard Oil Co. of New Jersey, Standard Oil Co. of Louisiana, Standard Oil Co. of Pennsylvania and Colonial Beacon Oil Co.; account executive of Socony Vacuum Oil Co., J. Stirling Getchell Inc. He joined Biow in February of this year.

FRITZ

Fritz is an advertising man who generates ideas. Back in the twenties he originated and initiated the publicity and public relations division of Chrysler Corp. While with Standard Oil Co. of New Jersey he set up the *Esso Reporter* news program, the first sponsorship of news by a national advertiser on the air. Those franchises of top news periods have increased in value throughout the years and pointed to Fritz's far-sightedness.

Fritz is an excellent horseman. He's interested in photography. He has fished off the Atlantic Coast from the Florida Keys to Nova Scotia and is considered quite a navigator of small craft. His wife, he claims, is a better fisherman than he is.

IT TAKES 30-TON TANKS to smash through the SIEGFRIED LINE



IT TAKES A 50,000 watt station to sell the Denver market *and the Mountain and Plain States Region.*

KOA is the famous NBC Station in Denver and the only station here with:

Power (50,000 watts)
Top NBC Programs
Coverage (7 states)
Listener Loyalty (69%)*
Dealer Preference (68.8%)**

*NBC Tale of 412 Cities
**Ross Federal Survey

FIRST IN DENVER
KOA
50,000 WATTS
Represented Nationally by NBC Spot Sales
NBC
America's No. 1 Network

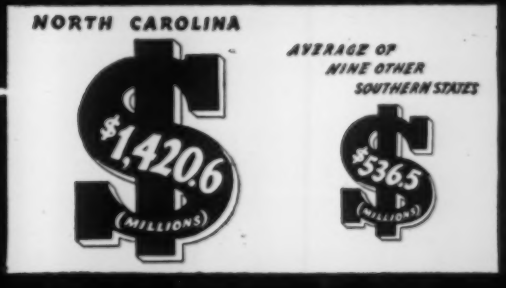
NORTH CAROLINA

IS THE SOUTH'S

No. 1 STATE . . .

IN AGRICULTURE

IN INDUSTRY



WPTF

IS NORTH CAROLINA'S

No. 1 SALESMAN

50,000 WATTS !
AT 680 KC !
N. B. C. !

WPTF · RALEIGH

FREE & PETERS, INC., NATIONAL REPRESENTATIVES

"And to think that five years ago I laughed at the idea of spot broadcasting!"

Far be it from us to light the path of unbridled ambition!—but isn't it true that spot broadcasting offers any smart and hard-working advertising man a better opportunity to go places than any other medium?

Yes, it's more work. However, it also offers *more results* per dollar expended. Hence there is more "value added by manufacture"—which automatically means a higher reward for the man who does the manufacturing—and for his employers, too!

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW	BUFFALO
WCKY	CINCINNATI
KDAL	DULUTH
WDAY	FARGO
WISH	INDIANAPOLIS
WKZO	KALAMAZOO
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
IOWA	
WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
SOUTHEAST	
WCBM	BALTIMORE
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
SOUTHWEST	
KOB	ALBUQUERQUE
KRIS	CORPUS CHRISTI
KXYZ	HOUSTON
KOMA	OKLAHOMA CITY
KTUL	TULSA
PACIFIC COAST	
KOIN	PORTLAND
KIRO	SEATTLE
KFAR	FAIRBANKS, ALASKA

and WRIGHT-SONOVOX, Inc.

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: *180 N. Michigan* Franklin 6373 **NEW YORK:** *444 Madison Ave.* Plaza 5-4130 **SAN FRANCISCO:** *111 Sutter* Sutter 4353 **HOLLYWOOD:** *6331 Hollywood* Granite 3615 **ATLANTA:** *322 Palmer Bldg.* Main 5667

BROADCASTING
and
Broadcast Advertising

VOL. 27, No. 20 WASHINGTON, D. C., NOVEMBER 13, 1944 $5.00 A YEAR—15c A COPY

FCC Clears Deck for Fly's Successor

Grants 4 Locals; Would Delete WOKO

CUSTOMARY docket-clearing activity pervaded the FCC last week preparatory to the departure of FCC Chairman James Lawrence Fly and the naming of his successor by President Roosevelt.

At a field-day session last Thursday, the Commission authorized four new local stations—two in Sacramento—and granted a half-dozen station transfers, along with proposed refusal to renew the license of the pioneer WOKO Albany, because of purported "hidden ownership" aspects involving Sam Pickard, ex-commissioner and ex-CBS vice-president. It was one of the biggest decision days in recent months.

New Appointments Soon

Another big day is expected tomorrow (Nov. 14)—the day before Chairman Fly takes his official leave to begin law practice in New York. Appointment of his successor by the President, as well as the nomination of a replacement for Commissioner T. A. M. Craven, whose post has been vacant since last July, are expected momentarily. The nominations for the two vacancies are subject to Senate approval. Congress reconvenes Tuesday.

Paul A. Porter, Democratic Committee publicity director, is still in the forefront of those mentioned as Mr. Fly's successor. It is generally conceded he can have the appointment if he wants it, by dint of his intimate White House contact, his radio background, and his yeoman service in the Government since he left the CBS general counselship in 1942.

Newest name heard for the FCC was Lowell Mellett, newspaper columnist, formerly of the FDR secretariat who once made an overall public study for the President on radio.

At its meeting last Tuesday the FCC:

(1) Authorized a new station in Sacramento to operate on 1340 kc with 250 w fulltime for Central Valleys Broadcasting Co., likely to become a Mutual outlet. Principals are Ewing C. Kelly, head of his own advertising agency, who will be general manager; David R. McKinley, wholesale baker, and Vernon Hansen, wholesale dairyman, each of whom will hold one-third.

(2) Authorized a second new station in Sacramento to Lincoln Dellar, vice-president and general manager of Associated Broadcasters Inc., operating KSFO San Francisco and the shortwave stations KWID and KWIX, on 1490 kc with 250 w fulltime. The station may join NBC.

(3) Granted a new local in Harrisburg, Pa., on 1400 kc with 250 w fulltime to Herbert Kendrick, formerly with WJLS Beckley, W. Va., and G. L. Hash, furniture store owner.

(4) Authorized a new local station on 1230 kc with 250 w fulltime to American Colonial Broadcasting Corp., at Arecibo, Puerto Rico, the company being owned by the operators of WPRA Mayaguez, P. R.

(5) Issued proposed findings on denial of renewal of WOKO Albany, because of alleged "misrepresentations made in applications" by virtue of failure to reveal that Mr. Pickard owned about one-fourth of the station, the stock having been held by his brother-in-law, R. K. Phelps, of Kansas City.

(6) Settled, by split vote, acquisition of 50% interest in WPAT Paterson, N. J., by Donald Flamm, former owner of WMCA New York, thus splitting ownership between Mr. Flamm and Lt. and Mrs. James V. Cosman.

(7) Approved sale of KQV Pittsburgh, by Hugh J. Brennen to four Pittsburgh businessmen for $575,000, with Commissioner Durr dissenting.

Fly Would Allocate

Mr. Fly, before he winds up his Government service, wants to have the FCC approve in broad outline the spectrumwide allocations on which hearings were held for five weeks during latter September and October. It is doubted, however, whether that will be accomplished. The State Dept. has established a Dec. 1 deadline on the Commission's recommendations pertaining to allocation of facilities for an international range, but probably would not insist upon an integrated plan covering regional or hemispheric assignments.

Members of the Commission and its staff, it is understood, feel it is physically impossible to whip an allocations plan into shape in a matter of days, or even weeks. The Commission is short-handed in both its legal and engineering departments. Besides, a vast welter of technical data must be analyzed before the tedious task of charting assignments for services can be launched. The obvious conclusion was that Mr. Fly would leave the Commission without anything more than a sketchy plan, possibly covering assignments below 30 or 40 mc (those having international interference aspects), worked out on paper.

The FCC chairman, radio's stormy petrel during his five years as Commission head, has kept his own counsel on his plans as to private law practice. The feeling prevails, however, that his decision to leave Government service doesn't mean he will remain out. With another four years for FDR and the regard in which the President holds Mr. Fly, it is an odds-on bet both in and outside Government radio circles that Mr. Fly will bob up in Government again within a year or two.

It is believed in some quarters that he may participate in peace-table deliberations related to world communications policy, possibly as

(Continued on Page 62)

WLB Panel Denies Petrillo's Demands

Board Reverses Policy, Releasing KSTP Findings

DENIAL of demands by James C. Petrillo, AFM president, for employment of musicians as platter turners at the Minneapolis studios of KSTP has been recommended by the Panel of the Sixth Regional War Labor Board, it was disclosed last Friday when the Board released the panel report on the dispute.

In an unusual procedure, marking its first departure from an established policy of withholding panel recommendations while a strike is in progress, the National Board honored the station request, transmitted to the Regional Board, that the report be made public. A Board announcement stated: "The KSTP case has been regarded as a test of Petrillo's demands made of radio stations throughout the country."

The panel turned down every demand made by the musicians. It refused to recognize the quota system and could find "no serious unemployment problem" at this time. It saw no justification for a provision calling for the employment of musicians exclusively for record turning and requiring that their activities be confined to this one function. It also denied wage demands for staff musicians and set a lower minimum number of hours per week than the union asked.

Regarding the union demand for employment of additional musicians for record turning and as librarians, the report cited evidence presented at the panel hearings that announcers, technicians and clerks perform this work. It also pointed out that Mr. Petrillo was unable to justify "this sort of practice" when questioned before a Senate committee. It therefore recommended that the request of the union for the employment of three additional musicians by the station for record turning exclusively be denied.

In denying the union's request that a minimum of eight staff musicians be employed, the Panel declared:

"The evidence before the Panel shows that there has been some sort of a 'quota' system in effect covering this station in both of its studios for several years, and that this 'quota' was essentially a money quota which the station agreed to spend each year, with the primary purpose of relieving unemployment among musicians. . . .

"The record also shows that KSTP staff musicians are used in-

(Continued on Page 66)

NABET Asks NLRB to Oust AFM From Platter Turning

Claims Its Jurisdiction Covers 3 Midwest Cities; Padway Argues That Musicians Need Jobs

THE NATIONAL Labor Relations Board was asked last week to place platter-turning operations now under control of the AFM under the jurisdiction of engineers, thus removing James C. Petrillo's springboard for installing musicians in "make-work" jobs in radio stations throughout the country.

During oral arguments heard before the Board Thursday on the dispute between the National Assn. of Broadcast Engineers and Technicians and the AFM over turntable jurisdiction, Martin F. O'Donoghue, NABET counsel, contended that the "mere accident" of past collective bargaining history, under which Mr. Petrillo obtained a foothold on record handling, would not justify the setting up of a separate unit for platter-turning operations in Chicago, St. Louis and East St. Louis, Ill.

Padway Opposes

Opposing NABET's claim for jurisdiction, Joseph A. Padway, AFM counsel, justified the employment of musicians as platter turners on the ground of economic need and contended that Mr. Petrillo's efforts on behalf of his membership are directed to offsetting elimination of live music by mechanical devices. He asserted the musicians have no desire to trespass on the functions of engineers and that Mr. Petrillo's plans to assume jurisdiction over turntables would not affect the jobs of technicians.

Hearing was held before all three members of the Board: Dr. H. A. Millis (chairman), Gerard D. Reilly and John M. Houston. Testimony on the merits of the case was previously taken Sept. 28, 29 in New York before James O. Paradise, trial examiner [BROADCASTING, Oct. 2]. A final decision, not subject to appeal, is expected within the next few weeks.

Attending for NABET, in addition to Mr. O'Donoghue, were Thomas Dunn, associate counsel; and Allan T. Powley, president. Also present for AFM were David Katz, counsel for Local 10, Chicago; and Edward A. Benkert, Local 10 recording secretary.

Present for NBC were Joseph A. McDonald, counsel; George McElrath, chief engineer; and Gustav B. Margraf, Washington representative. Present for Blue were Robert D. Swezey, counsel; and George O. Milne, chief engineer.

$90 in Chicago

Mr. O'Donoghue argued there is not sufficient job content in the platter-turning operation to provide for separate employment. He pointed out there are five turntables at a network-owned station—at the studio, at the transmitter, in the recording room, in the master control room, and portable turntables used for remote broadcasts. The AFM, he said, would have musicians operate only those turntables which are used to play musical records.

He said musicians in Chicago who play the records get $90 a week, while the NABET engineers who developed the turntable equipment get less than that amount. He asked the Board how it could possibly set up a separate craft for an operation which Mr. Petrillo himself admitted before a Senate committee was unsound.

He said that in the NBC and Blue owned stations in Chicago between 8 and 10 musicians are assigned to each station. It was established during testimony by Mr. McElrath at the hearings in New York, he said, that it is in the interest of the best engineering practice to have the turntable in the engineering booth, although the turntables in Chicago are placed in the studio proper where they are operated by the musicians.

Recording in Infancy

Questioned by Dr. Millis, Mr. O'Donoghue explained that recording was in its infancy when the musicians took over record playing in Chicago more than 15 years ago and that the networks have since developed a coordinated system of sound integration involving highly technical equipment.

He argued that the "mere accident" of past collective bargaining history does not justify setting up a separate unit for platter turning operation in Chicago.

Musicians operate other than musical records in Chicago, he

(*Continued on page 60*)

DUKE M. PATRICK BACK IN PRACTICE

DUKE M. PATRICK, since August 1942 on active duty in the Navy as a lieutenant commander, last week resumed active partnership in the Washington law firm of Hogan & Hartson. He has transferred from communications volunteer liaison and is on inactive status, subject to recall for limited service.

Mr. Patrick

Mr. Patrick had served as assistant to Capt. F. O. Willenbucher, special assistant to the Director of Naval Communications, Rear Adm. Joseph R. Redman. Former general counsel of the Federal Radio Commission, Mr. Patrick has been associated with the Hogan law firm since his retirement from the Government a dozen years ago.

Comdr. John W. Guider, Mr. Patrick's associate in the Hogan firm, is still on active Navy duty with the Bureau of Supplies & Accounts, assigned to the Electrical Procurement Division.

Adam Hat Expands

ADAM HAT STORES, New York, preliminary to a spot campaign of one-minute transcriptions on stations in Adam markets, last week began *The Strange Doctor Weird*, a mystery show, on WOR New York and a musical transcribed series on WSMB New Orleans, both weekly quarter-hours. Agency is Buchanan & Co., New York.

S & W in East

S & W FINE FOODS Inc., San Francisco, last week started a campaign for apple juice with participations on seven eastern stations, the drive to continue to the end of the year. Agency is Samuel C. Croot Co., New York.

Meeting To Plan NAB Bureau Held

Define Laws, Procedure and Method of Operation

FIRST organization meeting on the proposed Bureau of Measurement of Radio Circulation, projected by the National Assn. of Broadcasters, was to be held last Saturday at the Waldorf-Astoria hotel in New York to prepare a proposition on the basic outlines of the bureau, which will be submitted before the NAB Board of Directors, meeting in Chicago this Tuesday. Further planning will be done today (Monday) at a meeting in the Stevens Hotel, Chicago, of the subcommittee of the board in charge of research.

Representatives of the NAB met Saturday with members of the ANA and the AAAA, both of which have officially approved the project, to lay plans and to define laws and procedures and method of operations for the bureau, for which they will ask an initial yearly appropriation of $75,000.

Chicago Meeting

The NAB will be represented Monday by Hugh Feltis, KFAB Lincoln, NAB director who will act as chairman; J. Harold Ryan, president; Paul F. Peter, research director; C. E. Arney, secretary-treasurer; Roger W. Clipp, WFIL Philadelphia, chairman of the research committee. The ANA will be represented by Paul West, president; Don B. Stetler, advertising manager, Standard Brands Inc.; E. T. Batchelder, secretary, ANA; Joseph M. Allen, assistant vice-president and advertising manager, Bristol-Myers Co. AAAA members will include Fred Gamble, president; Robert Jackson, staff executive; Carlos Franco, manager and supervisor of station relations and timebuying of Young & Rubicam, New York, and chairman of the AAAA timebuying committee; L. D. H. Weld, director of research, McCann-Erickson, New York, and AAAA chairman of research.

Those attending the Chicago meeting on Monday will include Mr. Ryan, Mr. Feltis, Mr. Clipp, Frank King, owner and general manager, WMBR Jacksonville; Hugh B. Terry, general manager, KLZ Denver.

4 More to ETO

FOUR new radio correspondents have been accredited by the War Dept. within the last ten days for assignment to the European Theatre replacing four correspondents just returned. Leland Stowe is representing Blue, Jack Shelley WHO Des Moines, Jack Parker WJIM Lansing, Dick Redmond WHP Harrisburg, Pa. The correspondents report to SHAEF Paris and are assigned their coverage areas or units from Headquarters there. Several more radio men are expected to leave shortly for the Pacific Theatre as soon as their credentials are cleared.

Col. Sarnoff, Back From SHAEF Post, Given New Assignment in Washington

COL. DAVID SARNOFF, on leave as RCA president, who returned to the United States within the last fortnight after eight months in the European theatre, now is on special active duty in the office of the Chief Signal Officer, Washington.

While attached to the staff of Gen. Eisenhower, Col. Sarnoff served as special consultant on communications to SHAEF and was largely responsible for the development of the communications coordination plan for D-Day, covering broadcast, press and other intelligence transmission. His plan made possible handling of the greatest sustained volume of traffic from a single point in history.

Col. Sarnoff, who also is chairman of NBC, told BROADCASTING that in his official activities abroad he had frequent occasion to deal with both William S. Paley, CBS president and his chief network competitor, who is radio chief of Psychological Warfare, SHAEF, and Capt. Harry C. Butcher, former, CBS Washington vice-president, naval aide to Gen. Eisenhower.

"I have seen both Messrs. Paley and Butcher in action," Col. Sarnoff said, "and both are doing an outstanding job."

Col. Sarnoff himself was awarded the Legion of Merit for "exceptional meritorious conduct in the performance of outstanding service." He was cited for his "outstanding devotion to duty and his courage and great diplomacy in handling the French citizens."

The nature of Col. Sarnoff's present assignment and its duration are not known.

Wide-Band Multiplex Relay Tests Granted

GE, IBM to Start Point-to-Point Experiments

ONE WEEK after the FCC allocation hearings closed (Nov. 2) the Commission gave two firms the go-ahead in proposed experiments with multiplex wide-band relays in the ultra-high frequency band to develop a new system of point-to-point communications and for the relaying of television and FM programs and facsimile.

At last Thursday's session the FCC granted applications of the International Business Machines Corp. and General Electric Co. for five experimental Class 2 stations to be located in Washington, New York, Schenectady and New Scotland, N. Y. Six 60-mc continuous bands were allocated from 1900-2300 mc for the experiments.

W. U. Objects

Western Union Teleg. Co. filed objections to any commercial operations by IBM and GE and the FCC granted the authorization expressly for experimental operations. The question of whether the applicants might at any time in the future be authorized to engage in commercial operations was left open. In granting the applications, the FCC advised both IBM and GE as follows:

"It is to be clearly understood that neither this grant by the Commission, nor any future grant of licenses to cover such construction permits, is to be construed as a finding or indication that the Commission will hereafter grant you further authorization in connection with the operation of these, or any other stations, to engage in the activities of a communications common carrier for hire or for any other purpose."

Construction work is expected to begin immediately, although it was pointed out some of the equipment, particularly tubes for ultra-high frequency use, still is unavailable or classified. IBM and GE hope to be ready to begin actual tests immediately after all freezes are lifted, according to Alf Landa of Davies, Richberg, Beebe, Busick & Richardson, Washington law firm representing IBM.

Less than a fortnight before the grant Walter S. Lemmon, general manager of the Radiotype Division, IBM, and H. B. Fancher, Radar Engineering Sec. No. 1, Transmitter Division, GE, outlined during hearings on relays their proposed plan. Mr. Lemmon, whose company has been experimenting with the possibilities of relays in the ultra-high frequency spectrum for seven years, told the Commission that the plan proposes operation of automatic booster stations to carry simultaneously two high-definition television services in either direction, two or three FM broadcast channels, several facsimile channels and a number of high speed circuits for the remote control of business machines, electric typewriters and office devices [BROADCASTING, Nov. 6].

Three transmitters and a directional antenna will be installed by IBM on the roof of the Hotel Mayflower, Washington, the station to be operated by remote control from the IBM Washington headquarters at 1111 Connecticut Ave., NW, a short distance away. IBM also will install six transmitters and a remote control point at 490 Madison Ave., New York.

GE will place a terminal station in Schenectady and a relay station at New Scotland, where four transmitters also will be installed in the existing towers of W2XI, television relay station of GE. The Schenectady station and remote control point will be located at 60 Washington Ave., where two transmitters and directional antenna systems will be installed on the existing tower of W2XGE, also a television relay station.

Other stories on allocations hearings and exhibits will be found on pages 24 and 74.

FM to Be Used

Mr. Fancher told the Commission during the allocation hearings that carrier frequencies, to start such a system in the immediate future, no doubt would be limited by available tubes, all of which are classified, but GE proposes to experiment in the 2,000 mc region, although he pointed out that undoubtedly higher frequency will eventually supplant this link.

Frequency modulation will be used in the experiments since it is less affected by interference and gives a better signal to noise ratio, Mr. Fancher said. FM also was determined to be a more efficient way to multiplex.

To produce a relay system, IBM and GE plan to use two-way channel assignments for a single two-way circuit. The frequencies will be staggered so that a single frequency will be used at a given relay point to receive both from the north and from the south. A single different frequency is used for the north and south transmitters at the same location.

Highly directive antennas with beams in the order of 6 degrees, using parabolas or horns to obtain the required directivity, are planned.

Appearing before the Cleveland Advertising Club last week, J. D. McLean, manager of GE's television broadcasting equipment sales, predicted that within five years after the war there will be more than 150 major television stations in operation. He said 80 stations will be built as soon as manpower and materials are available.

One of the major goals of the IBM-GE experiments in the ultra-high frequencies is a network of relays for television, eliminating the needs for coaxial cable exclusively. Raytheon Mfg. Co., Western Union, AT&T, the U. S. Independent Telephone Assn., and Frank H. McIntosh, Washington consulting engineer and former chief of the Domestic & Foreign Branch, Radio & Radar Division, War Production Board, all proposed relay networks, some to operate in conjunction with land lines, during the allocation hearings [BROADCASTING, Nov. 6].

Applications Pending

Applications for the frequencies granted last Thursday have been on file with the FCC since Aug. 10. Pending are applications of Western Union for eight channels, ranging in width from 9-24 mc, in the band from 2,000-11,324 mc, filed Aug. 12 and refiled with amendments Oct. 25. The Commission last June 20 granted AT&T four 60-mc channels between 2,000-4,360 mc and two 200-mc channels between 11,500-12,500 mc.

For television relay services Philco Corp. was granted construction permits in late September and early October for eight 12-mc channels between 204-246 mc. Philco has operated W3XPI, New York on 230-242 mc for three years. License for GE's W2XI New Scotland, which operates on the 162-168 mc frequency, was granted May 6, 1942.

ENGINEERS BEHIND THE INITIALS—These Government radio experts who play a potent role in postwar radio planning are the members of the Interdepartment Radio Advisory Committee (IRAC). It was the IRAC plan for spectrumwide allocations, presented to the American radio and communications fields last September through the State Dept., which precipitated the momentous allocations hearings before the FCC which were concluded Nov. 2. Members and alternates of IRAC who attended the regular monthly meeting Nov. 3 at the FCC were (seated l to r): Harvey B. Otterman, Dept. of State; Marion H. Woodward, secretary, alternate, FCC; Dr. J. H. Dellinger, National Bureau of Standards; Comdr. P. D. Miles, Navy Dept., chairman; Capt. E. M. Webster, Coast Guard, vice-chairman, Treasury Dept.; Comm. E. K. Jett, FCC; Lt. Col. A. G. Simson, War Dept.; (standing, l to r): Helen G. Kelly, alternate, Dept. of State; R. T. Manhardt, in absence of L. H. Simson, Civil Aeronautics Administration; I. W. Conrad, Dept. of Justice; James Veatch, FCC; Lt. W. R. Foley, alternate, Navy Dept.; E. C. Wagner, alternate, Dept. of Agriculture; Lt. Comdr. A. L. Budlong, chairman, Technical Subcommittee, alternate, Treasury Dept.; M. A. Price, IRAC secretariat, FCC; S. L. Windes, Dept. of Interior; L. R. Brady, IRAC secretariat, FCC; Comdr. J. M. Grider, Navy.

RTPB GROUP SETS LOW WAVE POWER

POWER STANDARDS for the proposed extended frequencies of the standard broadcast band were adopted Friday at a meeting in Washington of the Allocation Committee, Panel 4, Radio Technical Planning Board, of which A. D. Ring is chairman.

For the 540 kc channel the Committee voted 10-5 to make it a regional with power of 1-5 kw. The 530 and 520 kc proposed channels would be local, with maximum power of 250 w, as proposed by the Committee. Vote was 11-4 on the 530 channel and 12-4 on 520. By a vote of 8-1 the Committee recommended that antenna heights for the two local channels be 150 feet.

The recommendations will be submitted to the full Panel for final vote.

Teel on NBC

PROCTER & GAMBLE Co. on Nov. 11 for Teel started *Gaslight Gayeties* on 135 NBC stations Sat., 8-8:30 p.m., with Beatrice Kay, Michael O'Shea, Charlie Dant's orchestra, Barber Shop Quartet and chorus, Al Rinker, producing. Agency is Biow Co., New York.

Greatest Audience in History Hears Air Coverage of Election

Commercials Thrown Aside for Fast Reporting Of Results From All Parts of Country

AN AUDIENCE estimated to have been greater than any other ever reached by the voice of radio over a sustained period of programming listened through the night of Nov. 7 as American broadcasting stations covered the election.

Networks and independent stations cancelled commercial programs ruthlessly to be first with the ballot count reports.

C. E. Hooper Inc. placed the audience at 50.3% for three hours (7 to 10:30 p.m.), an average figure computed from reports made by the survey organization's reporters over the nation.

Hooper Survey Results

This index compares with the previous Hooper highs of 37.5% sets-in-use on D-Day and 48.9% on Pearl Harbor Day, Dec. 7, 1941.

Hooper surveys on comparative listening audiences of the networks reveals the following lineup:

NBC was first with an average of 19.3%, 49% over the next highest network and 41% over the combined total of the third and fourth networks. According to Hooper, CBS placed second, Blue third and Mutual fourth. Mutual's average audience rating was 14.7. CBS and Blue did not divulge their exact Hooper ratings.

President Roosevelt's Philadelphia broadcast Oct. 27 on MBS and CBS 9-9:44 p.m. attained a CAB rating of 23.4, second only to his Sept. 23 Teamster's Union address, which received 26.4, top campaign rating recorded by CAB up to the last week before election.

Gov. Dewey's Minneapolis speech on NBC and Blue Oct. 24, 10:30-11 p.m. rated 20.5, his Chicago address on CBS 13.9.

Loss of Revenue

Networks alone devoted about 32 hours to election coverage between 7:30 p.m. Tuesday and 4 a.m. Wednesday. It is estimated they sacrificed in cancelled commercial programs upwards of a half-million dollars. This figure, combined with the cost of network talent and the cost of talent and time on independent stations, leads to a minimum estimate of $2,000,000 sacrificed to bring returns to listeners.

The two national committees of the major parties estimated they spent $1,000,000 each on networks for time and talent.

Figures offered by the networks place the total expenditures by the national committees on the chains at about $1,661,990. The Blue reported a gross receipt from both parties, and interested groups, of $365,000; MBS, $565,990; CBS, $291,000; and NBC, which refused to release dollar figures but made available only time figures, about $440,000. This picture is somewhat complicated by the fact that the CBS report is net, while the reports made by MBS and the Blue are gross.

From early evening, when voters still were lined up at their voting places and scattered returns were just beginning to come in, until after Governor Dewey's broadcast conceding the election, networks scrapped their regular Tuesday evening schedules, retaining only regularly sponsored newscasts.

Election schedules began at 7 p.m. on the Blue, 7:45 p.m. at Mutual, 8 p.m. at CBS and NBC. MBS signed off at 3:20 a.m. Wednesday, the Blue at 3:30 a.m., NBC at 3:46 a.m. and CBS at 4:02 a.m. Networks devoted a sum total of 31 hours and 53 minutes to election coverage prior to sign-on Wednesday morning.

Tom Slater, special events director of MBS, and Dave Driscoll, news chief of WOR New York, directed the MBS reporting of election night activity. Charter Heslep, newly appointed MBS Washington representative, acted as election editor at New York headquarters. Archibald Crossley, research expert, analyzed trends.

Outstanding among the MBS reports were a trio of overseas pickups, with Milton Bracker, *New York Times* correspondent in Rome; Arthur Mann, MBS representative in Paris, and Owen Cunningham, Mutual man at Pearl Harbor, reporting on GI election reactions.

CBS election coverage, under the direction of Paul White, director of news broadcasts, began election return broadcasts at 6 p.m. with early returns broadcast on regular newscasts. Bob Trout, on the air 31 times for a total of three hours and 54 minutes during the night, introduced members of the CBS election staff in a special broadcast at 6:30 p.m.

LaRoche Leads Off

Other highlights of CBS coverage included interviews with the country's youngest voter, a girl just 18 on election day, and the oldest voter, who was 108; Edward R. Murrow's broadcast from London, reflecting British reception of the election news; addresses by Norman Thomas, Socialist candidate for President, and James A. Farley, former chairman of the Democratic National Committee. Trend analyses were broadcast by Elmo Roper, conductor of the *Fortune* polls.

The Blue's election night programming was opened by a special address by Chester J. LaRoche, vice-chairman of the network. Mr. LaRoche explained the procedure which would be followed by the Blue staff in announcing returns and trends to listeners

Paul Whiteman's orchestra played during Blue periods when returns were not being broadcast. Edward J. Noble, board chairman, introduced a special program honoring the memory of Wendell Willkie. Eric Johnston described significance of the election.

Studio 8-H of Radio City, New York, was transformed into a newsroom. Facing a chart, which reflected instantly the returns, were copy tables, news desks, tabulators, news service machines and a large press desk, at which sat newscasters and commentators.

In a preview at 7:30 p.m., William F. Brooks, director of news and special features, explained the coverage plan. W. M. Kiplinger, guest expert, gave an economic analysis from Washington.

WNBT, NBC video station in New York, was on the air from 6:45 p.m. until 1:04 a.m., relaying its program features to Philadelphia where WPTZ rebroadcast. WCBW, CBS television outlet, depicted the trend of the voting from 8:30 p.m. to 1:23 a.m. and WABD, the DuMont station, from 8:15 to 11 p.m.

The Chicago Sun, in cooperation with television station WBKB, broadcast the returns visually.

Special enterprise was indicated by independent stations reporting at press time to BROADCASTING, among them WTIC KXOK WINX WLW WFIL KSD WNAC KLZ WHOM WPEN WBZ.

Official Thwarted

ATTEMPTS of Edward J. Hummel, Ohio's Secretary of State, to bar Youngstown stations from the Mahoning County Board of Elections were thwarted in a last-minute court injunction granted WKBN and WFMJ. Warren P. Williamson Jr., owner of WKBN, cited a telegram signed by Mr. Hummel and addressed to the Mahoning Elections Board as follows: ". . . you are not to permit any witnesses or candidates to attempt to count ballots or to handle precinct books nor are any microphones, or radio broadcasting to be allowed in the Board of Elections."

NAB Roundtable

NAB's proposed Bureau of Measurement will be main topic discussed at Radio Roundtable to be held Wednesday afternoon at ANA's annual meeting in New York Nov. 15-17. Don Stetler, Standard Brands, and ANA radio committee chairman, will preside. NAB Director Hugh Feltis will participate.

Mrs. Baker Named

MRS. ELEANORE BAKER, widow of I. R. Baker, chief of transmitter equipment sales of RCA Victor, last week joined RCA Victor Division in Camden in charge of post-war survey style and design. She will work with Allan Mills and under Thomas F. Joyce, manager, Radio, Television & Phonograph Division.

Oct. 27, 1879 Samuel H. Cook Nov. 8, 1941

SAMUEL H. COOK, 65, president and part owner of WFBL Syracuse and former vice-president and general manager of the Brown-Lipe-Chapin division of General Motors, died last Wednesday at Harkness Pavilion, New York, following two months of treatment and hospitalization and a four-month illness.

Born in Ogdensburg, N. Y., Mr. Cook was graduated from Syracuse U. He became the first graduate manager of athletics of the school in 1905. He had been a member of the athletic advisory board for 20 years and also was a member of the board of trustees.

Mr. Cook's first business activity was with the *Syracuse Post Standard*, which he left in 1905. In 1910, after his tenure as graduate manager of athletics at Syracuse U., he became production manager of Brown-Lipe-Chapin Co. upon its formation. When this company became a division of General Motors, Mr. Cook became its vice-president. He was a director of the Merchants National Bank & Trust Co. and Central New York Power Corp.; member of the board of directors of the Syracuse Boys' Club, advisory committee of the Memorial Hospital, Vestryman St. Paul's Episcopal Church, Century Club of Syracuse; University Club of Syracuse; and University Club of New York.

Services were to be held Saturday at St. Paul's Episcopal Church, Syracuse.

Mr. Cook is survived by his second wife, whom he married in 1943, and by his daughter, Mrs. C. H. Sanford, and two grandsons. His first wife died in 1940.

Mr. Cook had been identified with WFBL, in which he owned approximately a one-third interest, since 1932 He resigned his General Motors post in 1930. His associates were O. F. and R. J. Soule, each of whom owns approximately a third of the station.

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1070 Kilocycles

★ A CLEAR CHANNEL

★ 5000 WATTS

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THE INDIANAPOLIS NEWS

Provides a crystal clear signal, greater coverage and lower cost than any other Indianapolis station.

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WIBC

INDIANAPOLIS, INDIANA

A *Mutual* STATION

Wheeler Assails Radio as Monopolistic

'Dollar-Hungry' Charge Heads Ten-Point Indictment

BROADCASTERS are dollar-hungry.

That's point No. 1 in a ten-count indictment returned against American radio by Sen. Burton K. Wheeler (D-Mont.), writing in *The Progressive*.

In the lead article, entitled "The Shocking Truth About Radio", appearing in the Nov. 6 issue of the newspaper published weekly by Sen. Robert M. LaFollette Jr. (P-Wis.), the broadcasting art as practiced in America is excoriated by Sen. Wheeler.

He charges that radio in this nation is heading for "increased monopolistic control" or "Government ownership". He states that radio has "the most powerful lobby ever seen in the Nation's Capital".

Decries Monopoly

He insists that America's 910 broadcasting stations are "at the economic mercy of . . . three or four big corporations".

The chairman of the Interstate Commerce Committee and co-author with Sen. Wallace White (R-Me.) of the White-Wheeler Bill (S-814) asserts that his bill is not dead.

The legislation is designed to reorganize the procedure of regulating broadcasting and replace the Communications Act of 1934.

The bill was not placed before the Committee after hearing in the spring of 1944 when Sen. Wheeler, after flaying broadcasters for pressuring him in an attempt to remove from the proposed legislation a ban on the sponsorship of news, pigeonholed it. At that time, Sen. Wheeler said the bill was dead [BROADCASTING, June 5].

Today he says it is alive and pending before the Committee. Sen-Wheeler maintains that it does not represent a cure-all, but that it will contribute to the eradication of these "evils", which make up the bill of particulars in his article in *The Progressive*. His points are:

Generally speaking, the industry:

1. Is "dollar-hungry"; too much of what it does or fails to do is measured by the amount of money in it or the amount of money it will cost.
2. Is run by men who have little or no conception of the public welfare and of the responsibility to the public that is involved in managing an enterprise affected with great public interest.
3. Insists on regarding itself as "private enterprise" in the same sense that a gasoline filling station is private industry; it insists on regarding its Federally-granted license as a permanent private property right to be used as the licensee pleases.
4. Is dominated and substantially controlled by absentee owners. The large and high-powered stations are located in the metropolitan areas, and the bulk of programming is motivated by what a relatively small part of the population of the country desires.
5. Is largely at the mercy of so-called network organizations which, although responsible for the bulk of nationally known programs, have the power of life and death over the majority of stations by reason of their economic control over the station's income.
6. Has warded off any suggestion for elevating program standards as being an interference with free enterprise.
7. Has made little attempt or progress in eliminating programs of questionable taste or value, or in reducing the amount of commercial advertising per program.
8. Has taken no action to insure equality of access to radio facilities of varying views and opinions; to guarantee factual presentation of news; to balance presentation of opposite views on public questions or issues; to identify properly speakers and commentators, to make public who pays them, who pays for their radio time—so that listeners will have an honest opportunity to appraise the speakers' motivation.
9. Has not been diligent in making available an adequate portion of broadcasting time on a FREE UNSPONSORED BASIS for the presentation of forums, discussions, and similar programs designed to give the listener a greater insight into our nation's social, religious, economic, political, and general problems.
10. Has suffered from political pressures from within Government which has led it to exercise partiality for whichever party is in power or for particular individuals or for particular social or political policies.

Analyzes Ownership

In his analysis of investment ownership of American broadcasting stations, Sen. Wheeler states that in 1942 there were 851 licensed commercial outlets, 49 of them operating with 50,000 w power ". . . earning annually 90 times as much as the small stations."

Of these, he says, 23 operate on clear channels; and of the latter, 16 are "owned directly by the three major network corporations or the persons who own the networks, and three others are managed by networks."

He concludes that 19 of the "richest stations in the country are absolutely owned or controlled by the chains."

He emphasizes that these 23 clear channel stations are in the eastern part of the United States and that, inasmuch as they are originating points for the networks, "the programs they originate . . . bear unmistakably the stamp and feeling of only one section of the country."

Sen. Wheeler summarizes with figures purporting that 448 stations average less than $5,000 profits each annually. He charges that the three major networks, on the other hand, in 1943 showed profits after taxes of 59% to 65%.

Favors 'Elastic' Control

Sen. Wheeler repeats his contention, stated frequently during hearings on the White-Wheeler bill, that radio had failed to advance program standards and that "Harlem jive and Hollywood sexy love dramas are the daily radio fare because those who control programming are influenced by their particular local considerations". He adds that when "the average radio commentator speaks about free speech he means his own personal right to the exclusion of anyone else's right to free speech or to answer him".

"In my opinion" says the Senator, "the profit motive is all compelling within the controlling element in the industry."

He charges that radio wants no regulation. He observes: "It is desirable that regulation be as elastic as common sense and good taste will permit; it is important that regulation be as sensible and as fair as the reasonable judgment of prudent men will permit. Congress cannot legislate honesty and fairness and common sense into either the industry or the regulatory commission."

SENATOR WHEELER

Sen. Wheeler says that the "evils" he sees in broadcasting, as delineated in his indictment, can be corrected by enactment of the White-Wheeler Bill.

He maintains that the bill, if placed on the statute books, would "correct monopolistic tendencies" by:

1. Limiting ownership to six stations and not more than one station in the same trade area.
2. Preventing unlimited control over a local station's time by a network.
3. Denying superpower to all clear channel stations, the majority of which are owned by networks.
4. Permitting the FCC to duplicate clear channel frequencies where there is no interference with another station, thus insuring thorough distribution of radio facilities over the U. S.
5. Requiring complete identification of all speakers and commentators so that their motivation will be clear to all listeners.
6. Requiring equal opportunity for all sides of public questions to be heard and over the same radio stations on free time.
7. Requiring equal opportunity to use the same facilities in all political broadcasts.
8. Requiring station owners to be responsible for news analysts and commentators rather than allowing such commentators to be paid by commercial advertisers.

GUY DELLA CIOPA, CBS director on leave as Chief Radio Officer, Radio Division, London Office of the OWI Overseas Branch, returned to New York last week. He goes back to England in several weeks.

Wheeler's Shocking Ten Points . . . . . *An Editorial*

SENATOR WHEELER says (and we answer):

1. The radio industry is dollar-hungry. (Without going into detail, it is significant that this greedy industry donated time and talent last year in the amount of $103,582,000 to OWI campaigns alone.)

2. Is run by men who have little or no conception of public welfare. (Such as Col. David Sarnoff, Capt. Harry Butcher, William S. Paley, J. H. Ryan, Walter Brown, Lt. Comdr. George B. Storer, Gordon Gray, etc.).

3. Insists on regarding itself as "private enterprise" in the same sense that a gasoline filling station is private industry. (Has anyone seen any pump jumpers filling out Government applications for Federal license?)

4. Is dominated and substantially controlled by absentee owners. (Let's look at the record. It won't bear him out).

5. Is largely at the mercy of the so-called network organizations. (The NAB board, which represents over two thirds of America's broadcasters, includes 27 members. Only TWO voting members are from the networks).

6. Has warded off any suggestion for elevating program standards. (After hearing some of the entertainment fare offered by politicians in recent weeks, one could almost condone such an arbitrary attitude even if it was true).

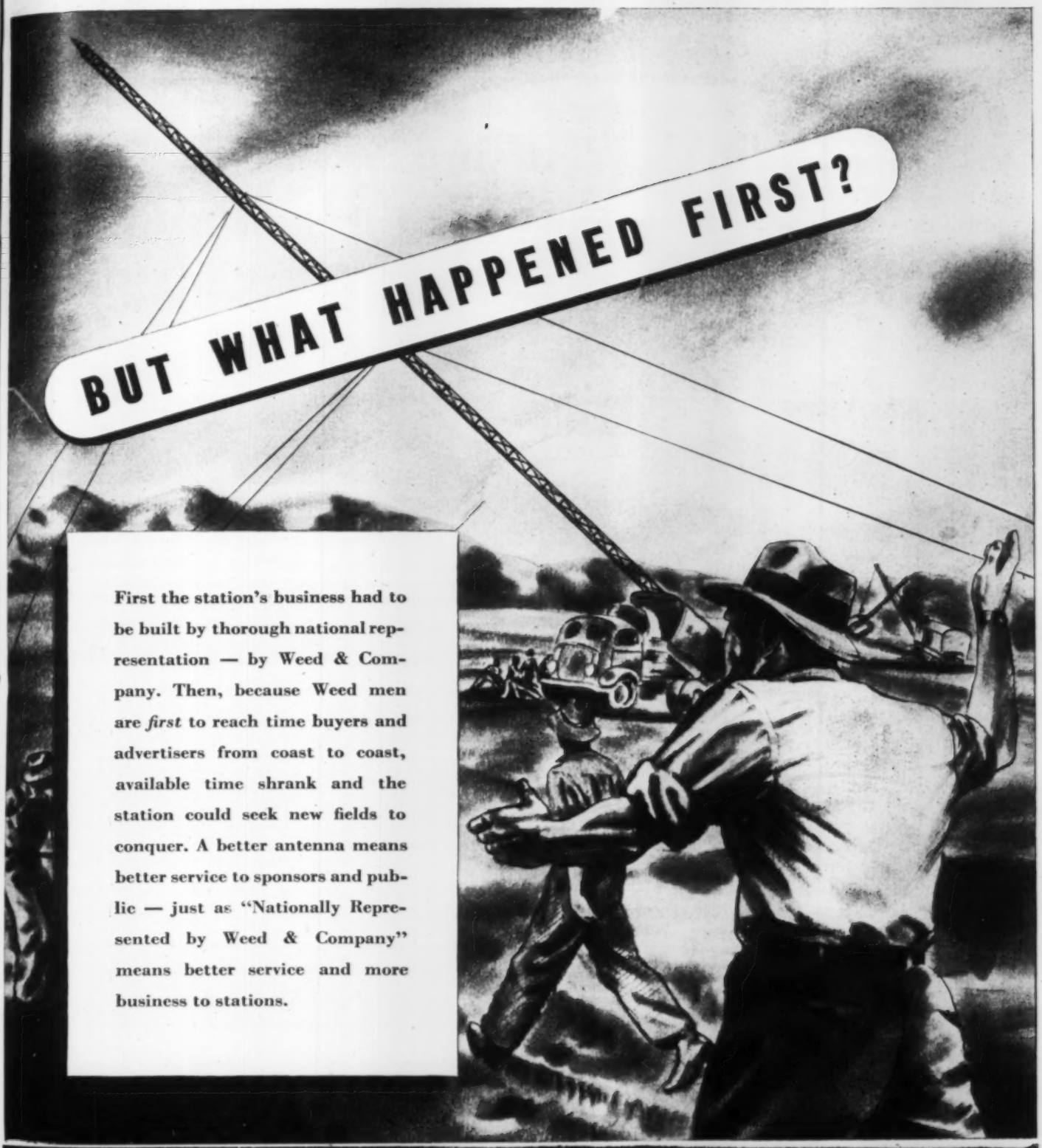
7. Has made little attempt or progress in eliminating programs of questionable taste or value, or in reducing the amount of commercial advertising per program. (Recommended reading: NAB Code).

8. Has taken no action to insure equality of access to radio facilities to varying views and opinions. (One reflects at this point on such productions as *The Herald-Tribune Forum*, *Town Meeting of the Air*, the *American Forum of the Air*, the *University of Chicago Roundtable*).

9. Has not been diligent in making available an adequate portion of broadcasting time on a FREE UNSPONSORED BASIS for the presentation of forums. (Let's permit the listener to vote on this one. Perhaps he does not want spoon-fed profundities. Maybe he LIKES American radio).

10. Has suffered from political pressures from within the Government which has led it to exercise partiality for whichever party is in power. (If true, maybe the Senator should start with the Government, rather than with radio).

If these are the "truths" which shock Senator Wheeler, he has his hand on a dead switch.



First the station's business had to be built by thorough national representation — by Weed & Company. Then, because Weed men are *first* to reach time buyers and advertisers from coast to coast, available time shrank and the station could seek new fields to conquer. A better antenna means better service to sponsors and public — just as "Nationally Represented by Weed & Company" means better service and more business to stations.

WEED AND COMPANY

RADIO STATION REPRESENTATIVES

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Radio Advertising Isn't Like Baseball...

YOU HIT 'EM WHERE THEY ARE — NOT WHERE THEY AIN'T

"Hit 'em where they ain't," they tell rookie batters.

But the folks who invest their money with WENR aren't rookies—they hit the sales talks out to the crowds—the crowds with nice fat incomes—the crowds with money to spend and of a mind to spend.

How else account for the 18 new advertisers in the last 30 days?—and the 33 renewals out of a gross 51 who have been regular advertisers over this powerful Mid-Western voice?

We've got a nice fat folder of case histories, graphs, charts, figures, names and sales records for those of you who are of a mind to learn how to increase sales at a low per-unit cost—a folder that points to *the one way* to reach—and sell—One Tenth of a Nation through one well-compressed, economical medium.

WENR — SELLING ONE TENTH OF THE NATION!

Chicago's Basic Blue Network Station
890 kc.—50,000 watts—clear channel

Owned and Operated by The Blue Network Company • Represented Nationally by Blue Spot Sales
NEW YORK • CHICAGO • SAN FRANCISCO • HOLLYWOOD • DETROIT

Murrow Describes French Video Gain

Surprising Strides Found Despite German Occupation

FRENCH television progress has made "surprising strides," despite the German occupation and has developed pictures "clearer, sharper and larger" than any in the United States before the war, Edward R. Murrow, chief of the CBS European staff, reported Nov. 5 on his Sunday afternoon broadcast for American Oil Co. He said:

"Paris today is a city of rumors. I encountered one, rather more incredible than most, and it turned out to be true. The story was that even during German occupation one of the great arts of peace—television—had made surprising strides and, while television had more or less stood still in every other belligerent country, it had gone swiftly forward in France.

I've not myself seen a demonstration of this development, but I have talked with reliable observers who have seen it in Paris, and I've had access to detailed though confidential, technical reports. I don't know what the Germans have done with television nor do I know what may be waiting to emerge from the laboratories in the Allied countries, but there has been developed in Paris television in which the picture is clearer, sharper, and larger than any that was being transmitted in America or in Britain before the war. The rumor turned out to be true. And it is mildly encouraging to find evidence of progress in the midst of all the dying and destroying that is going on in Europe."

CBC Overseas Shifts

WHILE Matthew Halton, CBC war correspondent, is in Canada on leave and making a tour for the Victory Loan campaign, A. E. Powley, overseas news chief, is with the Canadian troops in France. Andrew Cowan has been accredited to SHAEF Paris, from the London bureau, and is to establish contacts with the French government. Marcel Ouimet is with the First Canadian Army for the CBC French network. Bill Herbert, who has been in France since a few days after D-Day, is now in Italy with the Canadian First Corps, replacing Peter Stursberg who is now in London and is expected to come to Canada later this year on leave. Benoit Lafleur, covering Italian operations for the CBC French network, has returned to London and his place has been taken by Paul Barrette of the London Bureau. Mr. Lafleur is expected to replace Mr. Ouimet later to give the latter special leave.

WOAI Names Peery

FRED A. PEERY, with WFAA Dallas following release from the Army, has been appointed sales promotion manager of WOAI San Antonio, it was announced last week by Hugh A. L. Halff, president and general manager of WOAI. His previous experience includes newspaper work, sales work and radio audience research and analysis.

No Gum, No Program

UNABLE to get sufficient raw materials for its Teaberry and Tendermint gum to justify the advertising expenditure, Clark Bros. Chewing Gum Co., Pittsburgh, Nov. 26 discontinues John J. Anthony's *Goodwill Hour* on 119 MBS stations, Sunday, 10-10.45 p. m. Agency is Walker & Downing, Pittsburgh. Program is expected to be taken up by another sponsor.

"TURKEY CASH"
Helps Make the KFAB Area Wealthy

Turkey raising is another "big business" out here in the KFAB area. Thousands upon thousands of fancy young turkeys raised here in the Middle West start rolling to the big Eastern markets shortly before Thanksgiving.

That means a lot of "Turkey Cash" to farmers in the KFAB area. Turkey money plus income from livestock, wheat, corn, and dairy products all add up to a whale of a lot of buying power.

When folks out here think of buying, they naturally turn to products they've heard about over KFAB, THE BIG FARMER STATION.

Nebraska Is Able To "Talk Turkey"

In 1943, Nebraska poultrymen raised 1,140,000 turkeys. For 1944, the estimated Nebraska turkey crop is 1,163,000 birds.★ Nebraska is but a part of the vast KFAB area.

★*State-Federal Division of Agricultural Statistics, Lincoln, Nebr.*

"The **BIG** *Farmer of the Central States"*

KFAB

LINCOLN, OMAHA

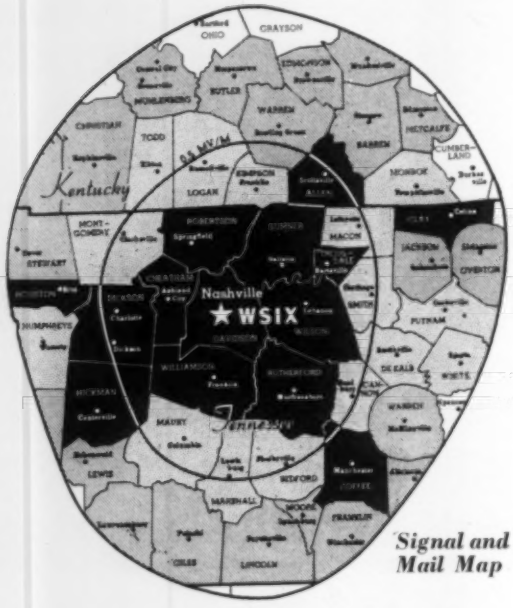
1110 KC-10,000 WATTS BASIC COLUMBIA

HUGH FELTIS, General Manager

Represented by EDWARD PETRY COMPANY

WHEN YOU GO A HUNTIN'

Don't Scatter Your Shot



Signal and Mail Map

Shoot straight at your market. WSIX is directed at the Nashville area of Middle Tennessee. 5,000 Watts and 980 K.C. carrying both Blue and Mutual network programs. It has power a plenty to do a thorough job and listeners with money to spend for things they want. Advertisers and Agencies who check returns have consistently found WSIX a highly profitable medium for covering the Nashville market.

THE KATZ AGENCY, INC., ***National Representatives***
Member Station, The Blue Network and Mutual Broadcasting System

5000 WATTS **980 K.C.**

WSIX
"The Voice of Nashville"
NASHVILLE, TENN.

NAB Chicago Board Meeting to Review Code in Light of WHKC-CIO Dispute

REVIEW of the NAB Voluntary Code of Ethics in light of recent labor developments and a report of the Code Committee on the WHKC-CIO case will be on the agenda of the NAB Board of Directors at its regular fall meeting Tuesday and Wednesday this week at the Stevens Hotel, Chicago.

President J. Harold Ryan indicated last week that the membership of standing committees for 1945 probably would be completed within the next week or 10 days. Richard H. Mason, manager of WPTF Raleigh, N. C., already has accepted appointment to the Code Committee, he disclosed.

Station Coverage Up

Another important topic scheduled for this week's Board discussions is creation of a bureau to measure station circulation as voted unanimously at the August Executives War Conference [BROADCASTING, Sept. 4] and approved by the Assn. of National Advertisers and the American Assn. of Advertising Agencies.

President J. Harold Ryan will report on the FCC allocation hearings which closed Nov. 2. That report will be the basis of open discussions on general broadcasting matters. District meetings for 1945 and the next membership conference, tentatively scheduled for next year, also are on the agenda.

In a joint motion filed Oct. 20 with the FCC, WHKC and the UAW-CIO asked dismissal of proceedings filed by the labor union against the station, charging failure to operate in the public interest. During hearings in August Carl M. Everson, vice-president of United Broadcasting Co. and general manager of WHKC, told the Commission that under a new policy the station would accept commercial or sustaining programs for the discussion of a controversial issue, solicitation of memberships and in general accept full responsibility, thereby repudiating, in part, the NAB Code [BROADCASTING, Aug. 21, 28].

Members of the NAB Board, in addition to President Ryan and C. E. Arney Jr., secretary-treasurer, are:

Paul W. Morency, WTIC Hartford, District 1; Kolin Hager, WGY Schenectady, District 2; Roy F. Thompson, WFBG Altoona, Pa., District 3; Campbell Arnoux, WTAR Norfolk, District 4; John C. Bell, WBRC Birmingham, District 5; Hoyt B. Wooten, WREC Memphis, District 6; Nathan Lord, WAVE Louisville, District 7, who will be succeeded following the next membership meeting by James D. Shouse, WLW Cincinnati [BROADCASTING, Nov. 6]; John E. Fetzer, WKZO Kalamazoo, Mich., District 8; Leslie C. Johnson, WHBF Rock Island, Ill., District 9; John J. Gillin Jr., WOW Omaha, District 10; E. L. Hayek, KATE Albert Lea, Minn., District 11; William B. Way, KVOO Tulsa, District 12; Hugh A. L. Halff, WOAI San Antonio, District 13; Hugh B. Terry, KLZ Denver, District 14; Arthur Westlund, KRE Berkeley, Cal., District 15; William B. Ryan, KFI Los Angeles, District 16; Harry R. Spence, KXRO Aberdeen, Wash., District 17.

Directors at large—Hugh Feltis, KFAB Lincoln; J. O. Maland, WHO Des Moines, large stations; T. A. M. Craven, WHOM New York; Don S. Elias, WWNC Asheville, N. C., medium stations; Dr. Frank Stanton, CBS New York; Frank M. Russell, NBC Washington, networks.

Regional AAAA Meet

SOUTHERN California Chapter, American Assn. of Advertising Agencies, consolidated its annual convention into a one-day meet in Los Angeles. Addressing the convention on their respective phases of work were: Klaus Landsberg, manager of W6XYZ, Paramount television outlet in Hollywood; Dana Jones, head of the Los Angeles agency bearing his name; James Mussatti, general manager, California State Chamber of Commerce; Craig G. Davison, vice-president, Compton Adv., New York; Ray Hagen, president and general manager, California Consumers Corp.; George B. Hanson, general passenger agent, Southern Pacific Railroad; Edward Scriven, Pacific Coast manager of McKinsey & Co., management consultant; E. M. Stuart, publicity director, Broadway Dept. Store; Henry Human, representative of Banco Nacional de Mexico and president, foreign section, Los Angeles Chamber of Commerce; H. C. Bernsten, general manager, Pacific Coast division, bureau of advertising, American Newspaper Publishers Assn.; Dr. Frederic Woellner, economist.

SESAC Package Show

TO MAKE more music available to its licensees, which include almost all U. S. commercial stations, SESAC is putting out a package show comprising 39 quarter-hour programs to be sold to stations as a unit, Paul Heinecke, president, announced last week. Titled *Pappy and His Hired Hands*, with Pat Barnes as Pappy, the cornhusker philosopher, the show is paced rapidly enough to include nine or ten musical numbers—hillbilly, western, folk song and novelty—per program. Series, cut by Columbia Recording Corp., is offered to all stations on a non-exclusive basis.

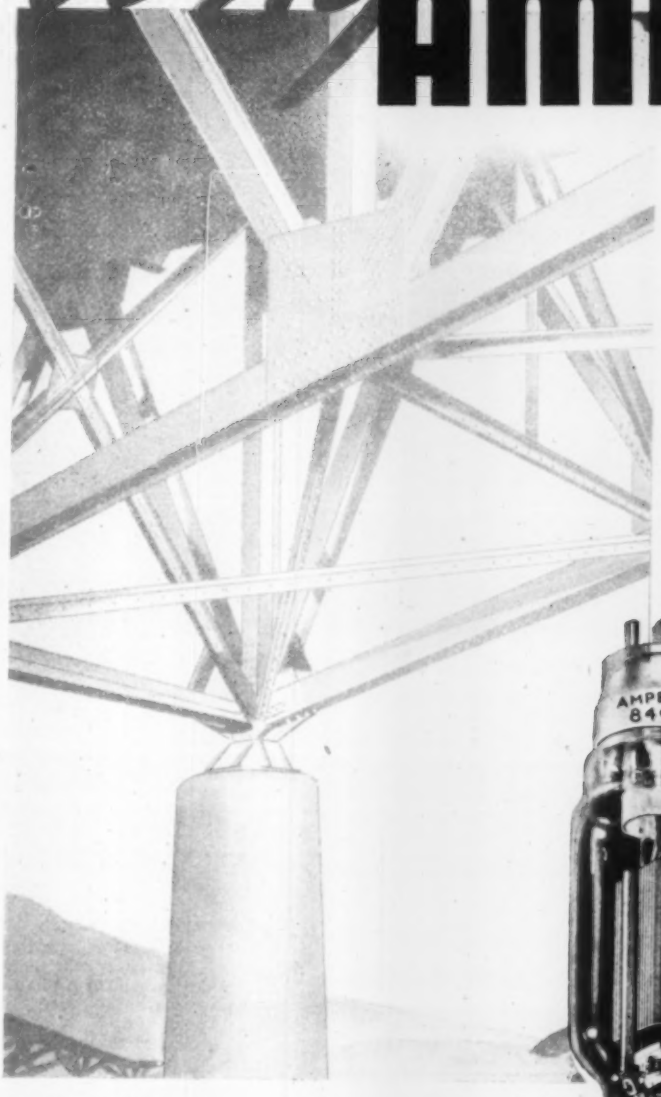
Religious Meeting

PLANS for the formation of an association concerned with religious programs will be discussed by an organizational committee meeting Nov. 21 in New York, under the chairmanship of Willard Johnson, assistant to the president of the National Conference for Christians & Jews. Association was projected last spring at the 15th Institute for Education by Radio, at Columbus, Ohio, to tackle the problem of so-called "Racketeering religious programs," and a committee mandated to meet this fall and decide what form the group should take [BROADCASTING, May 15].

Heavy Tube Demand

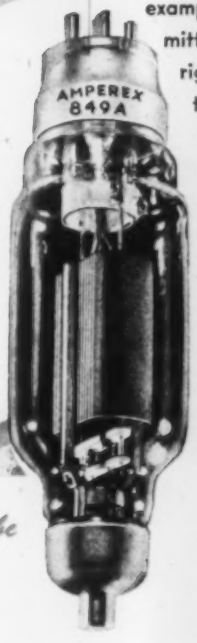
MINIATURE vacuum tube needs for airborne radio and radar equipment during the first three months of 1945 will increase considerably, WPB radio officials told the Molybdenum and Tungsten Wire and Rod Industry Advisory Committee meeting at WPB. Emphasis is now on construction of more complicated electronic equipment requiring finer wires and rods, a Radio and Radar Division official said, pointing out that requirements will remain high even after V-E day due to the civilian demand for 115,000,000 radio receiver tubes, which will more than offset the overall cutback, now put at 15% rather than the 40% predicted before [BROADCASTING, Sept. 11]. Present rate of tube attrition is twice the production level, WPB revealed.

Why AMPEREX



WATER and AIR COOLED TRANSMITTING and RECTIFYING TUBES

Of exclusive Amperex design! These four words, denoting an "Amperextra" reflected in better performance, have been used in a number of instances when describing our products. Of exclusive Amperex design, for example, is the channel support of our transmitting tubes. This feature results in more rigid support of tube elements. Exact inter-element alignment is assured. This, in turn, means absolute freedom from change in characteristics that might ordinarily arise from shock and vibration either in shipment or service.



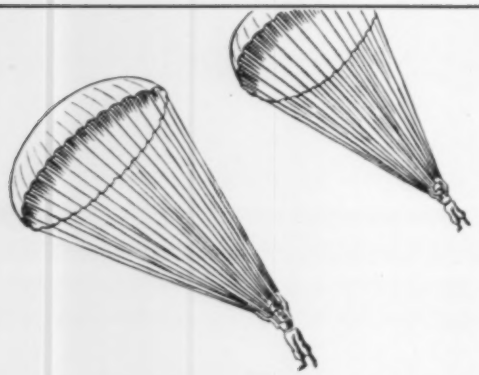
There are more than 100 different types of ***Amperex*** tubes for broadcasting, industrial and electro-medical applications. An ***Amperex*** engineer will gladly assist you with your present or postwar problems.

AMPEREX *. . . the high performance tube*

Keep Buying . . .
Keep Holding . . .
More War Bonds

AMPEREX ELECTRONIC CORPORATION

79 WASHINGTON STREET · · · · · BROOKLYN 1, N. Y.
Export Division: 13 E. 40th St., New York 16, N. Y., Cables: "Ariab"



Where PRECISION Counts!

. . . precision is vital to the success of the airborne troops just as it is in spot radio advertising. In Knoxville, Tennessee, use WBIR, the station with precision coverage. This alert Blue and Mutual affiliate offers spot coverage where it counts. 75% of the radio homes in nine counties surrounding Knoxville are within WBIR's primary coverage. These homes represent almost 90% of the buying power.

SPEAKING OF AN AUDIENCE LOOK AT THIS HOOPER

Periods	WBIR	"B"	"C"
8 to 12 A.M.	38.4	44.8	16.6
12 to 6 P.M.	29.2	43.7	27.0

C. E. HOOPER—total calls 38,247, Oct. 1943 thru Feb. 1944

WBIR

—A NUNN STATION—

Blue Mutual

John P. Hart, Mgr.

KNOXVILLE, TENN.

NUNN STATIONS

WBIR
Knoxville, Tenn.
WLAP
Lexington, Ky.
WCMI
Ashland, Ky.
Huntington, W. Va.
KFDA
Amarillo, Texas

• REPRESENTED BY THE JOHN E. PEARSON COMPANY •

Owned and operated by
Gilmore N. Nunn and J. Lindsay Nunn

RTPB Television Controversy Aired

Lodge Says Navy Disagrees With Data Interpretation

ECHOES of the battle between advocates of present-band television and proponents of higher-spectrum video, waged in words before the FCC during allocation hearings which closed Nov. 2, were heard last week as the last of final exhibits were recorded.

William B. Lodge, general engineering supervisor of CBS, entered a statement in which he disclosed a controversial paragraph of a letter formulated by a group of Panel 2, Radio Technical Planning Board, intended for an exhibit but withheld at the last minute [BROADCASTING, Nov. 6].

The letter was to have been introduced at the closing hearing by Dr. C. B. Jolliffe, chairman of Panel 2 and chief engineer, RCA Victor Division, RCA, acting as a "committee of one." During a Panel 2 meeting the preceding night heated argument resulted, with Navy officials opposing certain portions of the letter, along with Mr. Lodge. CBS advocates television above 400 mc, while RCA has urged the Commission to keep the art in its present spectrum location.

Following is full text of Mr. Lodge's statement:

This statement is filed as a result of a special committee of RTPB held on Oct. 28, 1944, and additional information developed at a meeting held on Nov. 1, 1944, attended by members of Panel 2 of RTPB and by its military observers.

At the Nov. 1 meeting, the chairman of that meeting advised the members of Panel 2 that a statement developed as a result of the Oct. 28 meeting would be read into the record at the hearing in Docket No. 6651 the following morning. Although that statement was not read into the record, as announced, its contents are now generally known, and the section relating to propagation reads as follows:

Propagation—Limited experience indicates that propagation vagaries exist at all frequencies considered for television. The effects of some of these prenomena decrease with increasing carrier frequency and others increase with increasing carrier frequency. Therefore, channels in any really new portion of the radio frequency spectrum should be subjected to appropriate field tests of an experimental nature before allocating channels for commercial broadcasting.

Lest the conclusion of that section of the statement be interpreted to apply to any particular frequencies, as against other frequencies, I believe it will be of value to the Commission to know that the Navy expert on radio wave propagation who was present at the meeting on Oct. 28 stated at the Nov. 1 meeting that no such conclusion is warranted on the basis of the information he supplied. Specifically queried on the controlling factors involved, he further stated that in his opinion the sporadic E phenomena encountered between 50 and 90 mc might represent a more formidable problem than tropospheric effects at 400 mc.

In addition, it may be of interest that the Navy member of the IRAC stated at the Panel 2 meeting that the military members of the IRAC, who necessarily had access to the classified military data concerning wave propagation, have learned nothing since the preparation of the IRAC proposed allocations plan which would alter the conclusions reached in that plan.

Official Photo U. S. AAF

RETURNING to civilian life from duty as a War Dog, "Duchess" is welcomed home by her master Capt. William S. Blanton, former radio technician of WHAS Louisville, who is now serving as communications officer for the Air Training Command's Emergency Rescue School at Keesler Field, Miss. Capt. Blanton and his doberman pinscher joined the service at the same time but cannot "swap" yarns because Duchess' service record has not arrived in this country as yet.

Concert Award

FOR sponsorship of the N. Y. Philharmonic Symphony concerts on CBS, the U. S. Rubber Co., New York, has received the National Radio Award of the Metropolitan Alumnae Chapter of Phi Beta, New York national fraternity active in the betterment of music and speech. Honor was conferred at a dinner at the Advertising Club in New York.

Rit in Buffalo

RIT PRODUCTS CORP., Chicago, on Oct. 1 began spot announcements on WKBW and WGR Buffalo. Contracts for 13 weeks were placed by Earl Ludgin & Co., Chicago.

Station Flown

A COMMERCIAL shortwave station weighing 25 tons was flown from Italy to Southern France, RCA Communications reported last week. Station is expected to go into operation within 10 days under Brig. Gen. Tristram Tupper, public relations officer, 6th Army Group, for Government, press and Expeditionary Force message traffic. The equipment was transported in 14 C-47's in a few hours, Merrill Mueller, NBC correspondent said in a radiogram. The feat was a result of coordination of the Army and RCA technicians under Thomas D. Meola. Responsible for much of the planning and establishment of the station are Capt. Lawrence G. Hoover Jr., press communications officer, information and historical section, and 1st. Lt. Carl G. Zimmerman, formerly of WEMP Milwaukee, now radio officer, both of Headquarters, 6th Army Group.

NEW LISTENERS

Get millions of new listeners—no duplication—at new low cost per actual listener! Amazing Hooper Survey now proves that most people in the significant small town areas surveyed listen predominantly to local Keystone Network stations. Millions cannot hear outside wired network stations. MORAL: Extend your programs to "Beyond-Metropolitan" America via the K B S coast-to-coast network.

SEND FOR THIS BOOK! It reveals conclusive facts *you should know*. Keystone Broadcasting System, Inc., New York City 19: Chicago 2: Hollywood 28.

KEYSTONE NETWORK

Before
THE WAR
★
During
THE WAR
★
After
THE WAR

. . . the most profitable per dollar station for advertisers!

PHILADELPHIA'S PIONEER VOICE
WIP
24 HOURS EVERY DAY

5000 WATTS

Philadelphia's MUTUAL Affiliate

Represented Nationally by Geo. P. Hollingbery Co.

FCC Applications Filed for Six Standard, Three FM and Four Television Stations

NEW APPLICATIONS filed with the FCC during the past fortnight include requests for six new standard stations, three FM outlets and four commercial television stations.

Skyland Broadcasting Corp., Dayton, O. requests standard facilities of 980 kc, 500 w and daytime hours of operation. President and quarter-owner of the company is Ronald B. Woodyard, president and 97% owner of WINK Ft. Meyers, Fla., vice-president and 45% owner of WIZE Springfield, O., and applicant for a new station at Utica, N. Y. L. M. Berry, president of L. M. Berry & Co. Ltd., Canadian phone book publisher, who also holds telephone and banking interests, is vice-president and quarter-owner of the company. J. F. Gallaher, president and major owner of Gallaher Drug Co., chain group, is secretary-treasurer and 25% owner. Remaining quarter-interest is held by Gustav Hirsch, of telephone and real estate interests.

Assignment on 1490 kc with 250 w and unlimited time is sought by Wichita Broadcasting Co., Wichita, Kan., president and half owner of which is Charles K. Schwartz, partner of William J. Friedman in the law firm of Gottlieb & Schwartz. The latter is secretary and also half owner of the new company. Ralph L. Atlass, treasurer, is president and 27% owner of WIND Chicago and is also vice-president and 56% owner of WLOL Minneapolis.

C. L. Pursley, district representative for Texas Co. in Mobile, Ala., and Louise Patterson Pursley, quarter-owner of WAPO Chattanooga, Tenn., doing business as Pursley Broadcasting Service seek a new standard station for Mobile on 1490 kc with 250 w and unlimited time. Mrs. Pursley also holds half interest in Patterson Broadcasting Co., applicant for a new local station in Birmingham. Raoul A. Cortez, owner and managing director of Mexican Commercial Hour and Cortez Spanish Programs, requests 1300 kc, 1000 w and daytime hours for a new standard station to be located in San Antonio.

Midwest Broadcasting Co., Milwaukee, has filed for a new standard station on 1250 kc with 5,000 w and unlimited time, using a directional antenna at night. President is John Fleissner, 125 shares (21%), treasurer and part-owner of Taylor Mfg. Co. (scientific equipment). Vice-president and general manager is G. E. Inghram, 125 shares, president and part-owner of Droegkamp-Inghram Corp. (electrical appliance distributor). Clifford A. Randall, secretary (100 sh), is a lawyer and has real estate interests. Oliver J. Vivian, treasurer, and Herbert E. Uihlein, both local businessman, each holds half remaining 250 shares.

San Diego, Cal. standard outlet on 1130 kc with 1000 w and unlimited time, employing a directional array at night, is sought by San Diego Broadcasting Co., half-interest in which is held by J. Frank Burke, vice-president, principal owner of KFVD Los Angeles and KPAS Pasadena. President and treasurer is O. Arnholt Smith (25%), with banking and management interests. J. A. Smith, secretary, is quarter-owner. He has oil and real estate interests.

Santa Catalina Island Co., subsidiary of the P. K. Wrigley and Wrigley family interests, is applicant for a new FM station to be located at Avalon, Cal. on 34,700 kc with 34,500 sq. mi. coverage. Estimated cost is $223,000. Mr. Wrigley formerly held a 36% interest in WJJD Chicago. Licensee of WMFR High Point, N. C., requests a new FM outlet on 45,100 kc with 5,030 sq. mi. coverage and estimated cost of $14,800. Greensboro Broadcasting Co., licensee of WGBG Greensboro, N. C., seeks a new FM station on 44,500 kc with coverage of 11,130 sq. mi. and $27,300 estimated cost.

Interstate Circuit Inc., regional theatre chain in which Paramount Pictures has an interest, has filed for a new commercial television station on Channel 2 to be located in Dallas, Tex. Radio Sales Corp., licensee of KRSC Seattle, Wash., requests Channel 1 for the new commercial television outlet for which it has filed application. Cincinnati Broadcasting Co., owned by the John Shillito Co., Cincinnati department store affiliated with the Federated Dept. Store interests, seeks a Channel 7 commercial video outlet for the Queen City. Times-Mirror Co., publisher of the Los Angeles *Times* which has previously filed for a new FM station, now requests a new commercial television station on Channel 5.

Pangborn Elected

ARDEN X. PANGBORN, managing director of KGW and KEX, was elected president of the Advertising Federation of Portland, Ore. Mr. Pangborn also is a member of the NAB Code Compliance committee and representative of Pacific Coast NBC affiliates on the network's planning and advisory committee. Leith Abbott, public relations director of KALE and James Mount of KXL were elected to the federation's board of governors.

Mr. Pangborn

DONALD S. BOND, of the Communications and Industrial Equipment Engineering Dept. of the RCA Victor Division of RCA, has written *Radio Direction Finders* (McGraw-Hill Book Co., New York), a "text-book and reference work for training electrical engineers who desire to specialize in the design or theory of direction finders for aircraft, shipboard or fixed-station use."

Frankly, WE'RE A WEE BIT CONFUSED!

Not long ago we tried our hand at ad writing. You may have noticed our "one line" spreads. One of them told about a WLAC program pulling 40,223 orders for a $1 item. Another revealed that 5 leading Nashville department stores are using 51 quarter-hours every week.

We thought we'd hit upon a pretty good idea—especially when one agency man wrote, "Please tell us how you do it." Yes, our single-line ads attracted a lot of attention, in fact too much.

Some of the boys in Washington wanted to know how come we're "wasting paper"! Maybe we are a bit naive, but what difference does it make whether we take one line or a hundred to tell our story? Anyway, far be it for us to argue the point. From now on we'll use more ink!

WLAC

50,000 WATTS ★ NASHVILLE

Fulltime Engineer Slated For CAB; Stations Added

DECISION TO APPOINT a full-time engineer for the Canadian Association of Broadcasters was taken by the CAB board of directors at their Ottawa meeting on October 31. A committee of three was appointed to hire a full-time engineer. Three new member stations were added to the CAB at this meeting, bringing total membership to 65 stations. New stations are CKFI Fort Frances, Ont.; CKNW New Westminster, B.C.; and CHPS Parry Sound, Ont.

Jack Cooke, CKEY Toronto, a director, resigned as chairman of the public relations committee, and Glen Bannerman, CAB president and general manager, was appointed to succeed him.

The CAB board decided to support the Canadian Radio Technical Planning Board and will appoint engineers of member stations to sit on the various panels to be set up by CRTPB.

'Cleveland Plain Dealer' Poll Chooses Bing Crosby Again as Radio Favorite

POLL by the *Cleveland Plain Dealer* of readers in Cleveland and 108 other Ohio cities and towns again has named Bing Crosby radios favorite personality. Other results of the survey for 1944-45, claimed to be the oldest of its type in the country, follow:

1, Bing Crosby, Captain; 2, Bob Hope; 3, Charlie McCarthy; 4, Kate Smith; 5, Frank Sinatra; 6, John Nesbitt; 7, Tom (Breakfast Club) Breneman; 8, Fibber McGee; 9, Great (Hal Peary) Gildersleeve; 10, Lionel Barrymore; 11, Eddie Cantor.

PROGRAM CHOICES: Here is the *Plain Dealer* 1944-45 All-America Radio Program Team in order of readers' votes cast:

1, Music (Crosby) Hall; 2, Fibber McGee-Molly; 3, Bob Hope; 4, Information Please; 5, Radio Theater; 6, New York Philharmonic; 7, Hour of Charm; 8, Telephone Hour; 9, Frank Sinatra; 10, Breakfast Club; 11, Met Opera.

DANCE BANDS: Here is the *Plain Dealer* 1944-45 All-America Dance Band Eleven in order of the voting:

1, Guy Lombardo; 2, Harry James; 3, Tommy Dorsey; 4, Sammy Kaye; 5, Kay Kyser; 6, Fred Waring; 7, Xavier Cugat; 8, Glenn Miller; 9, Frankie Carle; 10, Woody Herman; 11, Vincent Lopez.

THE COMICS: These 9 comics were rated strong by *Plain Dealer* voters.

1, Bob Hope; 2, Jack Benny; 3, Fibber McGee-Molly; 4, Charlie McCarthy; 5, Jimmy Durante; 6, Eddie Cantor; 7 Ed (Archie)) Gardner; 8, Hal (Gildersleeve) Peary; 9, Amos 'n' Andy. Joan Davis was easily out in front again this season as radio's commedienne of the moment.

VARIETY SHOWS: *Plain Dealer* readers rated the variety shows in this manner:

1, Bing Crosby, Captain; 2, Bob Hope; Joan Davis-Jack Healy; 4, Jack Benny; 5, Kate Smith; 6, Hall of Fame; 7, Fibber McGee-Molly; 8, Bob Hope; 9, Great Gildersleeve; 10, Duffy's Tavern; 11, Durante-Moore.

THESE NEWCASTERS: Seven, in this order, indicated good followings:

1, Lowell Thomas; 2, Gabriel Heatter; 3, Walter Winchell; 4, Drew Pearson; 5, Cedric Foster; 6, Fulton Lewis, jr.; 7, Raymond Gram Swing.

RADIO DRAMA: Four of these series indicated good followings:

1, Radio Theater; 2, Arthur Hopkins Present; 3, Suspense; 4, Cavalcade of America.

RADIO SERIALS: Seven such broadcasts rated followings in this order:

1, One Man's Family; 2, Those We Love; 3, Mr. District Attorney; 4, Mayor of the Town; 5, The Aldrich Family; 6, Blondie; 7, Bachelor's Children.

SYMPHONY: Here are the four leading symphony series in order of choice:

1, New York Philharmonic; 2, Cleveland Orchestra; 3, N. B. C. Symphony; 4, Boston Symphony.

LIGHTER MUSIC: Six series indicated good followings:

1, Andre Kostelanetz; 2, Hour of Charm; 3, American Album of Familiar Music; 4, Telephone Hour; 5, Firestone; 6, Family Hour.

THE SINGERs: Here are the radio vocalists as rated by *Plain Dealer* readers:

Male (Classical) Singers: 1, John Charles Thomas; 2, Nelson Eddy; 3, Richard Crooks; 4, Frank Munn; 5, James Melton.

Male (Popular) Singers: 1, Bing Crosby; 2, Frank Sinatra; 3, Dick Haymes; 4, Kenny Baker; 5, Jack Smith; 6, Rudy Vallee.

Female (Classical) Singers: 1, Lily Pons; 2, Gladys Swarthout; 3, Patrice Munsel; 4, Jeanette McDonald; 5, Jean Dickenson; 6, Jessica Dragonette.

Female (Popular) Singers: 1, Dinah Shore; 2, Kate Smith; 3, Ginny Simms; 4, Frances Langford; 5, Jo Stafford; 6, Joan Edwards.

THE QUIZ SHOWS: These six quiz shows in order were voted popular:

1, Information Please; 2, Take It or Leave It; 3, Quiz Kids; 4, Dr. I. Q.; 5, Truth or Consequences; 6, Thanks to the Yanks.

IN EDUCATION: Six strong shows were revealed in this grouping:

1, University of Chicago Round Table; 22, Cavalcade of America; 3, Information Please; 4, Town Meeting; 5, March of Time; 6, Passing (John Nesbitt) Parade.

THE WAR SERIES: The following four war series programs revealed impact:

1, The Army Hour; 2, March of Time; 3, Words at War; 4, Cavalcade of America.

Quebec Group's Name

QUEBEC province broadcasters have decided to change the name of their association of private stations to Quebec Private Radio Inc. Phil Lalonde, CKAC Montreal, has been elected president of the association, a position he held in the former Association of Private Stations of Quebec. J. N. Thivierge, CHRC Quebec, was elected vice president; Marcel Lefebvre, CHLP Montreal, secretary-treasurer; and members of the executive committee: Paul LePage, CKCV Quebec; G. A. LaVoie, CJRB Rimouski; Roland Beaudry, CHAD Amos, CKRN Rouyn, and CKVD Val d'Or.

RKO Confers on Ads

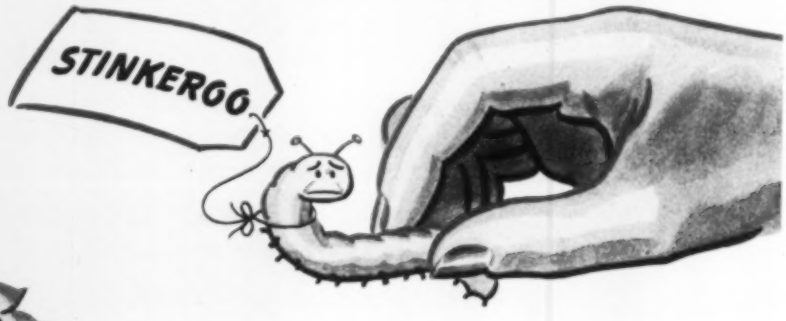
REPRESENTATIVES of RKO Radio Pictures, Inc., New York, and its agency, Foote, Cone & Belding, conferred last week on future radio advertising plans to follow the discontinuation Nov. 24 of *Hollywood Star Time* on 188 Blue stations, Mon. through Fri. 3:15-3:30 p.m. Current program will not be replaced, however.

UP in All States

WITH the addition of KTUC Tucson to the list of stations subscribing to the UP radio news wire, the service will be operating in every state according to A. F. Harrison, radio sales manager. The Arizona station is one of 14 which have signed contracts with UP since Sept. 1, bringing the total number of clients to 650. The others are WJAS WINX WGGA WIND KFEQ WAGM WCOP WHOM KFBI WTNJ KVSF KOVC KGFX.

Decca Earnings Up

DECCA RECORDS Inc., New York, for the nine months ended Sept. 30 reports a consolidated net profit of $743,832, representing $1.91 per share on 388,325 shares of capital stock outstanding on that date, after provision of $749,606 for all estimated income and excess profits. Net profit for the corresponding period in 1943 was $679,676, equal to $1.75 per share.



KABC

Hand Picked

Yes, the programs on KABC are hand-picked to the very best of our ability. Being human, we sometimes make a mistake and when we do, it is promptly corrected—for we insist that all programs measure up to the high standard set by this station.

This ceaseless attention to programming—featuring the finest of Blue Network, regional and local productions—is another reason for KABC's reputation as "The Fastest Growing Radio Station in San Antonio!"

KABC SAN ANTONIO'S BLUE NETWORK STATION

WEED & COMPANY, National Representatives

THE INDISPENSABLE PEOPLE

A wise man once observed that living through a heated political campaign is the most remarkable experience that comes to an American. For six months he works himself into a mounting frenzy about his candidate. He carries a torch for his man to the breakfast table, to the office, into conferences, and into heretofore friendly and pleasant social gatherings. By election night, he is filled with fear and trembling and drifts off to sleep contemplating the cataclysm that *must* follow, should any but his man become President of the United States.

The next morning he awakens to hear that his man, by some error of judgment on the part of more than half the American people, was not elected. He stumbles to the bedroom window—and outside what does he see? The sun is shining. The neighbor is taking in his milk. On the same old street—still there—is the same old traffic. Men and women are on their way to the same jobs they had yesterday, and all the days before. Youngsters are going to school to pick up where they left off before the election holiday. The nation is moving on.

Once again the voice of the people has risen, and we have a newly-elected President. Some are happy about it. Some aren't. But before many weeks have passed, the Great Truth about our democracy will emerge once again. It is this:

Perhaps as a result of an election—any election—long range progress will be handicapped; and yet, perhaps progress will be expedited—*who can tell?* No one man, no single administration has ever, single-handed, saved a nation populated by a hundred million strong, stubborn people who need no saving; nor, on the other hand, has one man or administration ever been able to block the nation's inevitable destiny. The *people*, with vision and confidence, and an insatiable appetite to find the truth, are the final arbiters of their country's fate. It is the *people* who are indispensable in these United States; people who have shown through a hundred and sixty odd years that they can survive any election campaign, any shock—from droughts that impoverish whole sections of the republic, to wars that detour the basic economy for months or even years.

To these indispensable, indestructible *people*—to this groping, progressing mass of citizenry, the Blue dedicates its facilities and its future.

The Blue is *in the service of the people.*

"THIS IS THE *Blue* NETWORK"

THE AMERICAN BROADCASTING COMPANY, INC.

Unified Radio System Planned For Interior Dept. Operation

Integration of Far-Flung Network Would Utilize Surplus War Equipment and New Developments

A COORDINATED radio communications system to integrate the varied and far-flung operations of the Dept. of the Interior, utilizing surplus war equipment in developing the project, is being considered, BROADCASTING learned last week.

The proposal, advocated by Shannon Allen, Director of the Radio & Television Section, has been acted upon by the Department's Administrative Council of which Vernon D. Northrop, Director of the Division of Budget & Administrative Management, is chairman.

If carried out, the program may be adopted by other departments, resulting in considerable use of surplus communications equipment, much of which can be readily adapted to Government use. Plans to incorporate new wartime developments in radio are also being discussed.

Release of Frequencies

The project, according to Mr. Allen, would effect considerable economies, probably permit a reallocation of certain frequencies now assigned to the Department which would release frequencies for commercial or other government use, and would expedite the flow of communications between those operations in which radio has become a vital part in administration. These include:

Office of Indian Affairs
National Park Service
Grazing Service
Bureau of Reclamation
Fish & Wildlife Service
Division of Islands and Territories (includes Alaska, Puerto Rico, Virgin Islands and Hawii)
Bureau of Mines
General Land Office
Geological Survey
Bureau of Petroleum Conservation
Office of Land Utilization

Mr. Allen's proposal embraces a 24-hour-a-day use of radio communications by the Interior Dept., with facsimile employed extensively for transmission of legal documents. It envisages a continuous operation which would make the most efficient use of leased land lines and assigned frequencies, integrating telephone, telegraph, teletype and radio communications.

Roughly, the plan is to divide the day into three 8-hour periods, using radio as follows: (1) a two-way communications system between all points in the field and Washington during the regular working hours (2) a two-way high-speed message service which would be the equivalent of existing air mail service to be employed from the close of the business day to midnight (3) conversion of the same frequencies to facsimile operations from midnight to the beginning of the work day. As the courts have ruled that deeds and contracts printed on facsimile are legal, the General Land Office of the department will be able to transmit these documents to the field offices during the night with resulting saving of time and money.

To carry out the project, authorization has been made to assign an engineer to study activities under the Department's administration and to plan the system. Interior maintains approximately 700 radio stations, ranging from 1 to 300 w and representing an overall investment of $500,000. The equipment includes walkie-talkie, portable, mobile and fixed transmitters. Largest user is the National Park Service with 196 transmitters. Next is the Indian service with 181 transmitters, followed by the Grazing Service which operates a network of 62 stations from Salt Lake City, the Fish and Wildlife Service with 46, the Bonneville Power Administration with 21 and the Bureau of Reclamation with 17.

Volunteers

APPROXIMATELY 50,000 man hours of work were offered to Iowa farmers this past year by the 162 nominees for prizes given by the farm department of WHO Des Moines, sponsor of the Iowa Crop Corps and its Victory Volunteer Section. In addition the WHO Crop Corps provided for the nomination of 28 groups over the State which gave an additional 100,000 hours helping out on farms. WHO awards to those who contributed the most consisted of War Bonds and were made on a special broadcast.

Tumbo Extending

TAYLOR-REED CORP., Mamaroneck, N. Y., in a new campaign for Tumbo pudding which started last month on WOR New York, during the past few weeks has added WLIB WEAF WHN WNEW WPAT and stations in Philadelphia and Pittsburgh, using one-minute transcriptions.

Bulk of advertising appropriation for Tumbo goes to spot radio, with stations being added from time to time, according to Ruthrauff & Ryan, New York, agency in charge. Distribution will be extended shortly to new markets.

Sunway Fruit Spots

SUNWAY FRUIT PRODUCTS, Chicago, began 1-minute spot announcements, 5 times weekly on KECA Los Angeles, and effective Nov. 6 on WKAT Miami and KTSA San Antonio. 13-week contracts were placed by Sorensen & Co., Chicago.

Keep this thought in mind..

Each year forest products amounting to more than five million cords of pulp wood and almost three million board feet of timber are produced in this tri-state area. Reforestation and careful cutting make possible a new crop of timber annually. This assures a source of supply for postwar buildings projects and the expansion of the plastics industry, thereby sustaining the prosperity of this wealthy region. Alert advertisers are giving new attention to this market... are creating new sales with their advertising messages on powerful, 50,000-watt KWKH.

KWKH
CBS ★ 50,000 WATTS
The Shreveport Times Station
SHREVEPORT, LOUISIANA
Represented by The Branham Co.

No Longer Necessary to Pick'em out of the Air

THE facts of radio listening in Oklahoma have at last been pinned down.

In "The Oklahoma Radio Audience of 1944" are the results of the first comprehensive, statewide survey of listening habits ever made in the state. This thorough, impartial study made by Dr. F. L. Whan, University of Wichita, brings Oklahoma radio statistics down to earth and dissects them for quick, easy analysis.

From the great mass of detail and information set forth on the 86 pages of the study, one big, significant fact stands out. It shouts from page after page: WKY is predominant in Oklahoma!

WKY, the survey proves, covers more of Oklahoma's listeners morning, afternoon and evening than any other station and, in this area, is the station to which they listen most, most of the time.

With authentic facts on Oklahoma listening available, it is no longer necessary to depend on fictional figures picked out of thin air when choosing the station to carry your selling message to Oklahomans. If you do not have these facts before you, write for your copy of "The Oklahoma Radio Audience" today.

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO.:
The Daily Oklahoman ★ Oklahoma City Times ★ The Farmer-Stockman
KVOR, Colorado Springs ★ KLZ, Denver (Affiliated Management)

YOU ARE THINKING that this head should have a body. You believe it may be Dunninger. You are right. You would like to baffle millions as Dunninger does, describing their thoughts as soon as they think them. If you could, you too would have a swell spot on the Blue Network, a very important sponsor and you would never have to ask Printers' Ink Readers' Service Department anything.

LOOK, Dunninger has a sponsor. The makers of Kem-Tone, the modern miracle wall finish, use his remarkable gift to attract new customers. Fortunately, they don't depend on Dunninger for advertising and merchandising facts. They get a good deal of this information by reading Printers' Ink. Then, every so often, like thousands of others, they call or write to P. I.'s Readers' Service for additional data.

LARGEST and most complete index on advertising and marketing, largest independent advertising library, only complete library of important business publications and general magazines and a complete file of Printers' Ink, all help the Readers' Service staff to have the right answer at the right time, for Printers' Ink readers and editors alike. That is why the men who build, approve and spend the nation's advertising budgets don't read minds. It is easier to read Printers' Ink instead.

The makers of Kem-Tone have twelve Printers' Ink subscriptions and the staff at Newell-Emmett, agency for Kem-Tone, has fifteen.

FREE

A new booklet describing the many facilities of the Printers' Ink Readers' Service department and special library.

1,200 SUBJECTS,

700,000 INDEX CARDS

Write today, you may need this informative booklet tomorrow.

CROSBY WINS G. I. PACIFIC POLL

Mosquito Net Listeners Rate 'Hit Parade' And Hope Next in Preference

CROSBY WINS by a warble! G.I.'s of the Southwest Pacific voted Bing tops in a survey made by the Mosquito Network of entertainers and programs heard on the series of four American Expeditionary Stations of the Armed Forces Radio Service in Guadalcanal, Espiritu Santo, New Caledonia and Auckland, N. Z.

Other winners are, in order of popularity: *Hit Parade*, Bob Hope, Tommy Dorsey, *All Time Hit Parade*, Dinah Shore, Harry James, *Spotlight Bands*, Kay Kyser, *Command Performance*, Fred Waring and Jack Benny. Of this group, *Command Performance* is the only show prepared just for overseas broadcasting. The others listed are the same that are broadcast in the States, with commercials deleted.

Less than a quarter of the G.I.'s polled designate themselves "rug-cutters", while nearly half prefer "sweet" music. Less than one-tenth rate symphony programs high and the reminder, slightly less than a quarter, prefer light classical music.

Ford Drops News

FORD MOTOR Co., Dearborn, Mich., is dropping its 15-minute news broadcast Monday through Thursday on the Blue, but is sponsoring a new half-hour musical show, Friday nights beginning Dec. 8 in the 8-8:30 Friday spot replacing the Bristol Meyers show, *Parker Family* 8:15-8:30. Agency is J. Walter Thompson, Chicago.

PRODUCTION in the near future of a new microphone model, D-20, dynamic, with response of 50 to 8000 cycles, has been announced by Universal Microphone Co., Inglewood, Cal. Manufacture will also be resumed on the KD and 15MM, both dynamics; the 200 series, dynamic handi-types; and X-1 and XX, both carbons.

Canadian Survey

CANADIAN program *Soldier's Wife* led the October national daytime program rating survey made by Elliott-Haynes Ltd., Toronto, with a rating of 17.1, showing a drop of nearly one point from last month. In second place was *Big Sister* with a rating of 15.3 up .7 over the previous month. Canadian program *The Happy Gang* rates third, followed by *Road of Life*, *Ma Perkins*, *Right to Happiness*, Canadian originated *Lucy Linton*, *Pepper Young's Family*, *Woman of America* and the Canadian program *Liptonaires*. French-language daytime programs popularity in October was led by *Jeunesse Doree* with a rating of 30.6 followed by *Joyeux Troubadours* with 25.0. *Quelles Nouvelles Grande Soeur*, *La Metairie Rancourt*, *Pierre Guerin*, *La Rue Principale*, *Madeleine et Pierre*, *Histoires d'Amour* and *Vie de Famille* as the first ten daytime programs.

OWI PACKET, WEEKS NOV. 27, DEC. 4

Check the list below to find the war message announcements you will broadcast during the weeks beginning Nov. 27, Dec. 4. OWI transcriptions contain six 50-second announcements suitable for sponsorship and three 20-second chain breaks on each side of disc. Tell your clients about them. Plan schedules for best timing of these important war messages.

WAR MESSAGE	NETWORK PLAN	STATION ANNOUNCEMENTS Group KW Aff.	Group KW Ind.	Group OI Aff.	Group OI Ind.	NAT. SPOT PLAN Live	NAT. SPOT PLAN Trans
Sixth War Loan	X	X	X	X	X	X	X
Careless Talk (week Nov. 27)	--	X	X	X	X	--	--
Stop Wartime Accidents	X	--	--	--	--	--	--
V-Mail	--	--	X	--	X	--	--
Waves (week Nov. 27)	X	--	--	--	--	--	--
Ceiling Prices (week Dec. 4)	X	X	X	X	X	--	--

See OWI Schedules of War Messages 136, 137 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

Yea! Dis Is Butch!

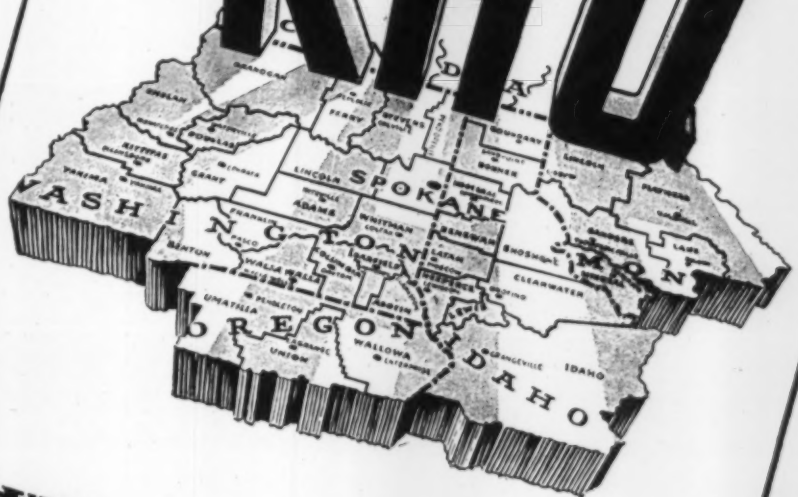
Lowbrows, highbrows, inbetweens! They're here, with money to burn! Winston-Salem is an outstanding market—served by an outstanding radio station. If you want more sales and good will, you want—

WAIR

Winston - Salem, North Carolina
Representative: The Walker Company

THE ONLY SINGLE MEDIUM *Completely* COVERING THE INLAND EMPIRE

KHQ



KHQ

5000 Watts—590 Kilocycles

Owned and Operated by

LOUIS WASMER, INC.

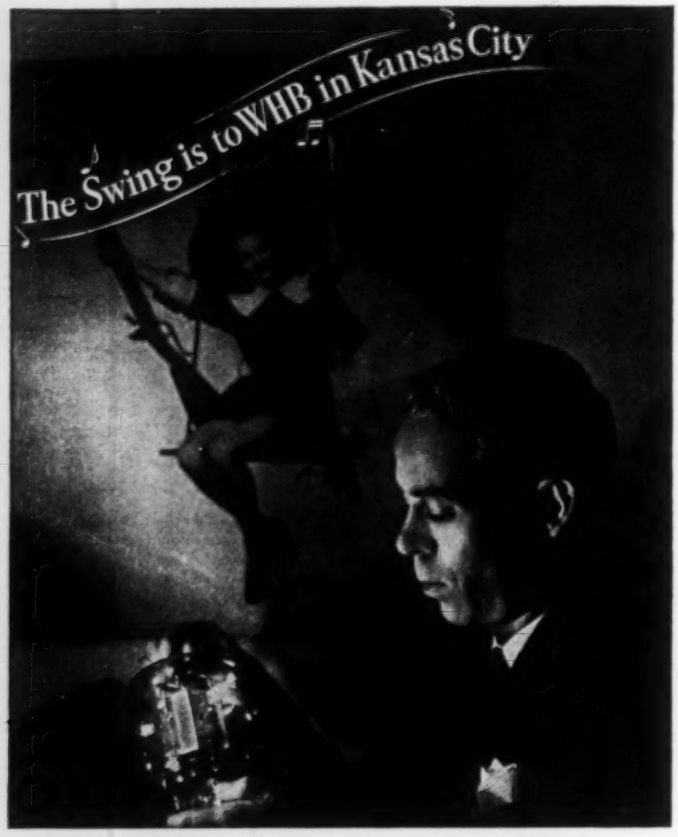
Radio Central Bldg. Spokane, Wash.

National Representatives: Edward Petry & Co., Inc.

The touch of perfection for that Thanksgiving dinner. Commercial Sage, formerly imported from Europe, is here grown successfully in the Inland Empire. As for Turkeys, production is estimated at 1,411,000 birds—an increase of 17% over last year. KHQ, too, puts a touch of perfection to your sales message. It *completely* covers this rich area—at the cost of just *one* medium.

Bors to CINPAC

JOSEPH A. BORS, Washington war news editor of INS, has been assigned to the headquarters of Adm. Chester W. Nimitz, commander-in-chief, Central Pacific Theater, to supervise all INS war coverage from the Pacific areas. He will be headquartered in Pearl Harbor and Guam. As military editor, Mr. Bors has taken part in several network broadcasts from Washington and plans to participate in news programs from his new post.



Meet WHB's *Henry Goldenberg*—

"Keeper of the Kilocycles"..our Calm Chief Engineer!

In 22 years of seeing and hearing the almost unbelievable variety of programs that have gone through WHB's several transmitters, "Goldie" has decided that anything can happen around WHB—it's just a matter of *when.* This, he hopes, will include restoration of WHB to its pioneer status as a full-time station. Goldie is just a little fed up with having to sign off WHB at sunset. He *likes* to work... and he wants to be able to operate WHB full time! *{FCC please note! Our application for full-time operation on 710 Kilocycles is still pending.}*

After studying electrical engineering at the University of Illinois, Goldie helped build WHB's first transmitter, back in 1922—and he still gets a kick out of our then "world record" of continuous broadcasting for 12 hours and 20 minutes. That was on Feb. 1, 1923, WHB's first anniversary. Ted Lewis and his orchestra were performers on that memorable all-night broadcast...the first in American radio history! If you as an advertiser want to sell the Kansas City market, entrust your message to Goldie's WHB transmitter—the *happy* medium!

WHB KANSAS CITY Team Mates 1000 WATTS save KC.

For WHB Availabilities, 'Phone DON DAVIS

KANSAS CITY — Scarritt Building — HArrison 1161
NEW YORK CITY—507 Fifth Avenue—VAnderbilt 6-2550
CHICAGO — 333 North Michigan Blvd. — CENtral 7980
HOLLYWOOD—5855 Hollywood Blvd.—HOllywood 6211

KEY STATION for the KANSAS STATE NETWORK

Kansas City, Missouri • Wichita, Kansas • Salina, Kansas • Great Bend, Kansas • Emporia, Kansas

HOOPER MORNING INDEX AUGUST—SEPT. MON. THRU FRI. 8-12 A. M.	Station A 14.1	Station B 10.7	Station C 30.5	Station D 15.1	WHB 24.8	Station E 3.7
HOOPER AFTERNOON INDEX AUGUST—SEPT. MON. THRU FRI. 12-6 P. M.	Station A 19.0	Station B 5.3	Station C 20.0	Station D 27.8	WHB 23.7	Station E 3.3

FCC Grants Help Broadcasters Solve Technical Problems of New Services

EXTENT and import of the voluntary cooperation between the FCC and broadcasters in the joint effort toward a solution of many of the interference problems posed by new broadcast services was evidenced with the authorization of several new developmental broadcast stations to experiment in high-frequency transmission. Similar grants previously had been made for FM and television propagation experiments.

The development grants were to Maryland Broadcasting Co. (WITH Baltimore), which will function in cooperation with Jansky & Bailey, Washington engineering consultants; Voice of Alabama Inc. (WAPI Birmingham), Temple V. Ehmsen, Portland, Ore., owner of FM Labs., Arlington, Va., who will work in conjunction with Finch Telecommunications Co.; The Atlanta Journal Co. (WSB Atlanta) and Matheson Radio Co. (WHDH Boston).

Other Grants

Other recent developmental grants include Courier-Journal & Louisville Times Co. (WHAS Louisville); Commercial Radio Equipment Co., Washington, D. C. (two); The Journal Co. (WTMJ Milwaukee); KLZ Denver (W9XLA, changed from an experimental high frequency station). Evansville on the Air Inc. (WEOA-WGBF Evansville, Ind.), has pending a developmental application.

Experimental television grants of the past few months are Philco (WPTZ Philadelphia); CBS; General Electric (WRGB Schenectady); and International Business Machines Corp.; and AT&T.

Typical examples of the nature and scope of work being done or proposed is likewise evidenced in the new grants. Temple V. Ehmsen, former police radio engineer, now a lieutenant in the radio division of the Navy, will operate his developmental station in Portland, Ore. in conjunction with Finch Telecommunications, with a principal phase of this experimentation to involve multiplexing of facsimile, using Finch equipment. Station will operate with 1,000 w on frequencies to be assigned by the FCC.

The Atlanta Journal Co. station, to operate with 700 w on FCC assigned frequencies, will experiment with antenna systems, as likewise will Matheson Radio Co., with its station on 49,900 kc (and other FCC assigned channels) using 1,000 w.

Voice of Alabama, which will operate one developmental station with 1,000 w and one with 250 w, both on channels to be determined by the Commission, will conduct experiments relating to the effects on radiation patterns caused by mineral deposits, particularly iron ore or objects such as large iron statues; interference caused by auto ignitions and industrial machinery, and effects of double transmissions from the same antenna.

Maryland Broadcasting Co., through its new developmental station, in cooperation with Jansky & Bailey and that concern's station, W3XO Washington, will investigate field intensities and interference caused by two stations operating simultaneously on the same frequency, and also variations thereof. The Baltimore station will use 1,000 w. FCC will assign frequencies.

NBC Veteran Auditions Are Successful Job Aid

ONE OUT of every three war veterans interviewed during the first three weeks of operation of NBC's "Welcome Home Audtions" have been found worthy of professesional employment in broadcasting, according to a preliminary survey by the network. Open to members or former members of the Armed Forces, the project is designed to aid men and women interested in getting into radio to obtain postwar employment in the industry [BROADCASTING, Oct. 9].

Most applicants have been honorably discharged veterans available for immediate employment, almost all with experience in entertaining in recreation halls or radio, and the majority actors, announcers, instrumentalities and singers. Many writers, sound technicians and engineers have also been interviewed, however.

To handle the unexpectedly large volume of applications a second audition day has been added—Wednesday, 9 a. m. to noon. Interviews are conducted throughout the week.

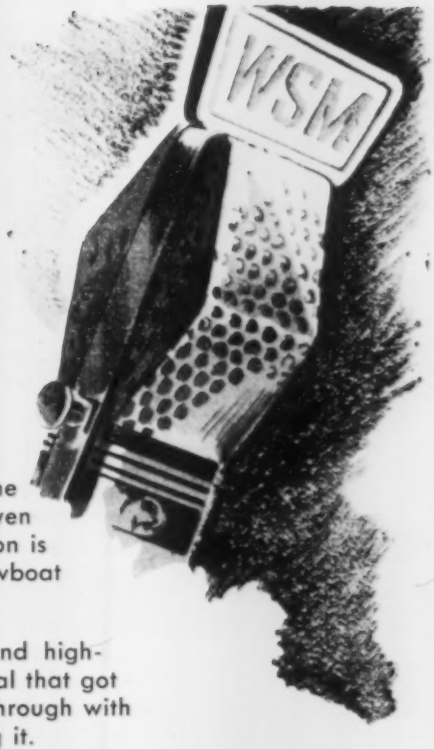
WJJD Chicago has exclusively signed the Chicago White Sox for the 1945 major league season broadcasts. Games were previously broadcast on WIND Chicago.

630 KC. 5000 WATTS FULL TIME
Represented Nationally by John BLAIR & CO.
KXOK
ST. LOUIS, MISSOURI
BLUE NETWORK

FOR SALE
$102.00
Fifteen minutes U. P. News 12:00 noon, Tuesday, Thursday, Saturday & Sunday: at only $102.00 per week on 52 week basis, subject to 15% commission recognized agency.
WMOH
Hamilton, Ohio

Station Identification

This is WSM.



We've been on the air for the past twenty years. We've made quite a few friends in this time—several millions, according to the mail and the statisticians; on the farms, in the villages, in the broad acres of the country served by our clear channel.

We've been an NBC station, too, all along, since the day George F. McClelland dreamed up the idea of connecting two stations by telephone lines to form the first network.

We're still NBC, because we like the way they do business, and because our listeners prefer NBC programs.

We go back to the days when Amos and Andy first met Madame Queen; when Billy Jones and Ernie Hare were the Interwoven Pair; when radio was discovering that the "price of admission is just your loyalty to Maxwell House Coffee", as the old Showboat used to put it, Thursday nights.

We've been through droughts and tornadoes, hell and high-water. But we've always managed to lay down a signal that got through to people who were relying upon us to get through with the information they had to have. We're still doing it.

We're proud to be a part of American radio; to have had something to do with the development of its many services and traditions, which today operate on the fighting front and the home-front in defense of our nation, in radio's first war.

We've inherited something of the integrity of our parent institution in our daily operations: integrity for the **written** and the **spoken** word.

Over five million people have personally selected the National Life and Accident Insurance Company as custodians of their funds and their future. We are commited to pay to their beneficiaries the sum of seven hundred and fifty millions of dollars on the day appointed. We will not fail them as we have not failed a policy-holder since we were founded forty two years ago.

That same integrity has been breathed into each of WSM's fifty thousand watts. Integrity for the spoken word.

This is WSM.

650 KILOCYCLES **NBC Affiliate**

Edwin W. Craig, Pres. **Harry Stone, Gen. Mgr.**

National Representatives, EDWARD PETRY & Co.

National Life and Accident Insurance C **Nashville**

Merchandising & Promotion

Mutual Brochure—WKY Album Billboards—WSBT Plane Service

MUTUAL Network has prepared a promotion brochure on the occasion of the network's tenth anniversary titled *Ten Telling Years*, presenting a year by year summary and analysis of the 1934-1944 period by leading Mutual commentators and news writers along with a corollary of Mutual's progress during that period and part in the reporting of the events. Printed on glossy paper and bound in heavy cardboard, book contains a full page illustration with the story for each year, photo being a reproduction of a top, representative news picture of the time. Outside cover background shows American soldiers marching by the Arche de Triomphe.

* * *

Old Gold Folder

OLD GOLD schedule of six weekly newscasts on the Yankee Network is promoted by a four color bristolboard mail folder presenting the network schedule and stations.

Program Shift

TO CALL attention to *March of Time* shift Nov. 2 from NBC, Thursday 10:30-11 p.m., to the same period on the full Blue Network, Time Inc., New York, has been making full use of the promotional channels available to it as part of the *Time-Life-Fortune* publishing trio, and its multiple film and radio activities. Campaign includes the use of newspaper and magazine space, posters, direct mail, movie trailers, special publicity and inter-organization and trade exploitation.

Billboards

EIGHT billboards already have been erected along major traffic arteries by WPAT Paterson, N.J., as part of an outdoor advertising campaign that will eventually cover all of North Jersey and other sections of the New York Metropolitan area. Displays are part of a projected large-scale promotion drive now in preparation for newspapers and other media. Billboards feature call letters in solid white against a red background, the kilocycle numbers—"On Your Dial at 93"—a pennant streamer stating WPAT's policy of broadcasting UP news every half-hour, and in black and white on a separate panel is featured a highlight program.

* * *

WKY Album

TWO MONTHS after the start of the *Farm Reporter* program, conducted by WKY Oklahoma City, the station has issued a "Farm Reporter Album" which gives the highlights of the program last Aug. 8 in the Skirvin Tower Hotel, Oklahoma City which initiated the series. Booklet is done in offset and features quotations from Grover B. Hill, Under Sec. of Agriculture; Gov. Kerr of Oklahoma and Dr. Henry G. Bennett, president of Oklahoma A. & M. College.

* * *

School Manual

MORE than 4,000 teachers' manuals for classroom use in connection with *Science Is Fun*, education series of WFIL Philadelphia, have been distributed by the station. Written by Armand N. Spitz, educational director of the Franklin Institute and technical advisor for the program series, and Ruth Weir Miller, member of the radio committee of the Philadelphia Public Schools, the manual contains suggested classroom demonstrations, pre- and post-broadcast activities and bibliography.

* * *

Record Offer

BING CROSBY fans are offered a chance to win his records by WOV New York, which offers a gift-order each day entitling the owner to select the disc of his choice from a local music shop. Record goes to listener who writes the best one-sentence request for the singer's records. Contest is conducted on *Bing Crosby Records*.

* * *

Things to Come

COLORFUL brochure on "Radio Television, A Glimpse into the Future" has been distributed by the United Broadcasting Co., licensee of WHK Cleveland, WHKK Akron and WHKC Columbus. Illustrated in the modern and "futuristic" style, booklet offers preview of postwar advances to be expected in broadcasting.

NEW HOME of WBIR Knoxville, purchased last June, has just emerged from extensive remodeling and redecoration and is now being occupied by the staff. Following modern studio design in every detail, the American Broadcasting Co. included in the outfitting Celotex acoustically treated studios and control room and other changes.

Formal Announcement

DIAMOND CRYSTAL SALT Co., New York, informed its wholesalers and chain-store buyers that its NBC program *When a Girl Marries* had been renewed for another year in a formal engraved "engagement announcement", by J. J. LeClare, vice-president in charge of sales and advertising. Included with the announcement, mailed to a trade list of 600, was a smaller card reading "Reception for all your customers over NBC Mondays and Fridays, 5 p.m. EWT; 4 p.m. CWT." Agency is Benton & Bowles.

* * *

WINS-CBS Ads

REFERRED to as Milwaukee's "colorful" station, WISN has issued a promotion folder in several bright colors calling attention to the station's part in the CBS fall promotion campaign. Printed on glossy paper in tabloid style, folder contains reprints of CBS-WINS advertisements as run in local papers.

* * *

WSBT Plane Service

WHEN airline passengers glide into South Bend airport on football weekends they are presented with final football scores of the major college games each Saturday evening through the courtesy of WSBT. Scores are phoned to the airport and typed forms are presented to transcontinental planes which land.

* * *

KMBC Folder

PROMOTION FOLDER issued by KMBC Kansas City calls attention to the 228,000 lines of newspaper advertising and other promotion utilized in one month for the CBS "Biggest Show in Town" activities.

WE'RE SOUR ON SWEET ADELINE (Ky.)!

Ever hear of Adeline, Kentucky? There *is* such a town—it's one of many that WAVE doesn't claim. You see, WAVE concentrates on the really important metropolitan area immediately around Louisville—which is highly worth the concentration because it *does more business* than all the rest of Kentucky combined! Ours is no barber-shop dream, and you don't get trimmed on time-rates, either. Want proof?

LOUISVILLE'S WAVE

5000 WATTS . 970 KC

N. B. C.

NATIONAL REPRESENTATIVES

...S, INC.,

Jimmy Wallington plus

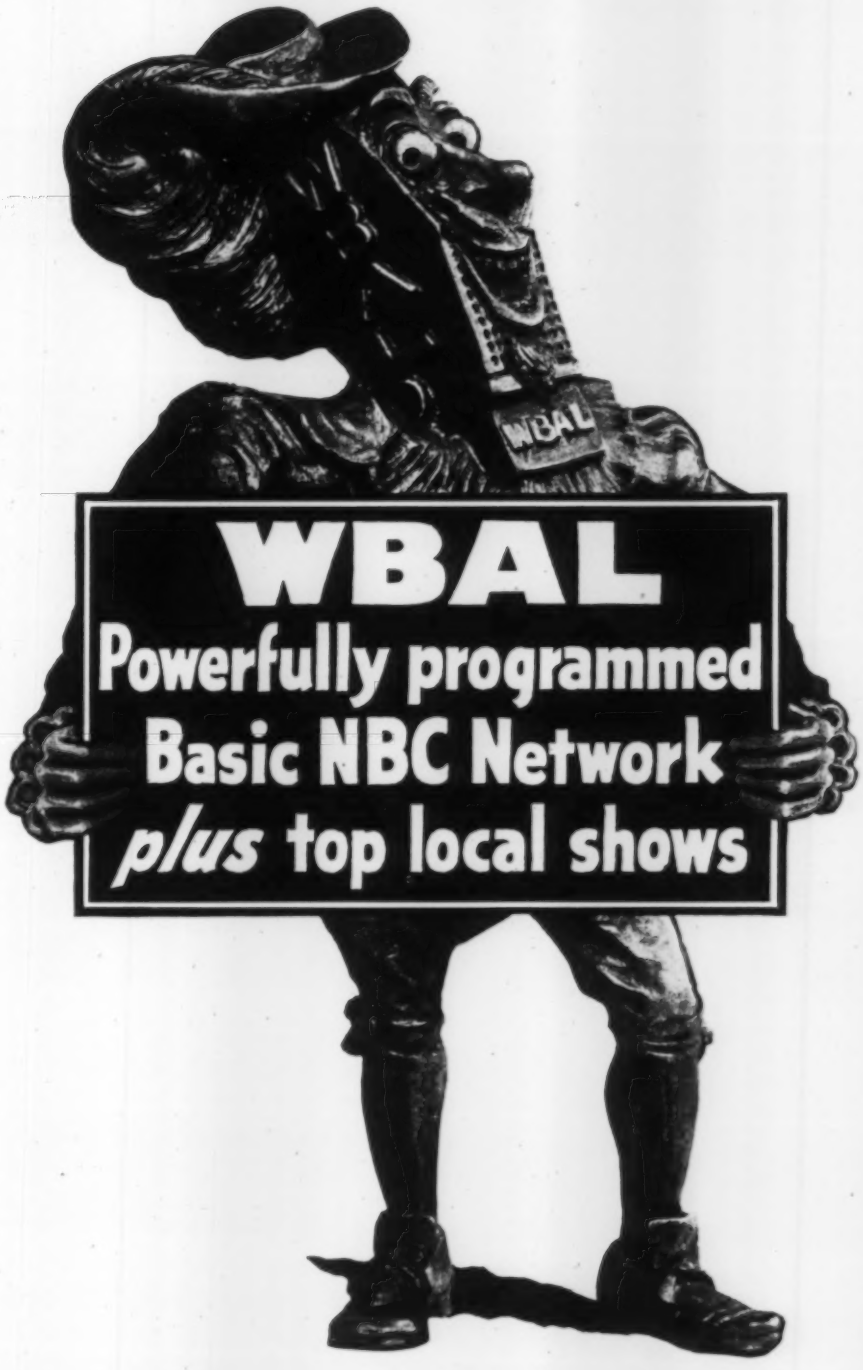
a galaxy of stars on

PLEASURE PARADE

see page 45

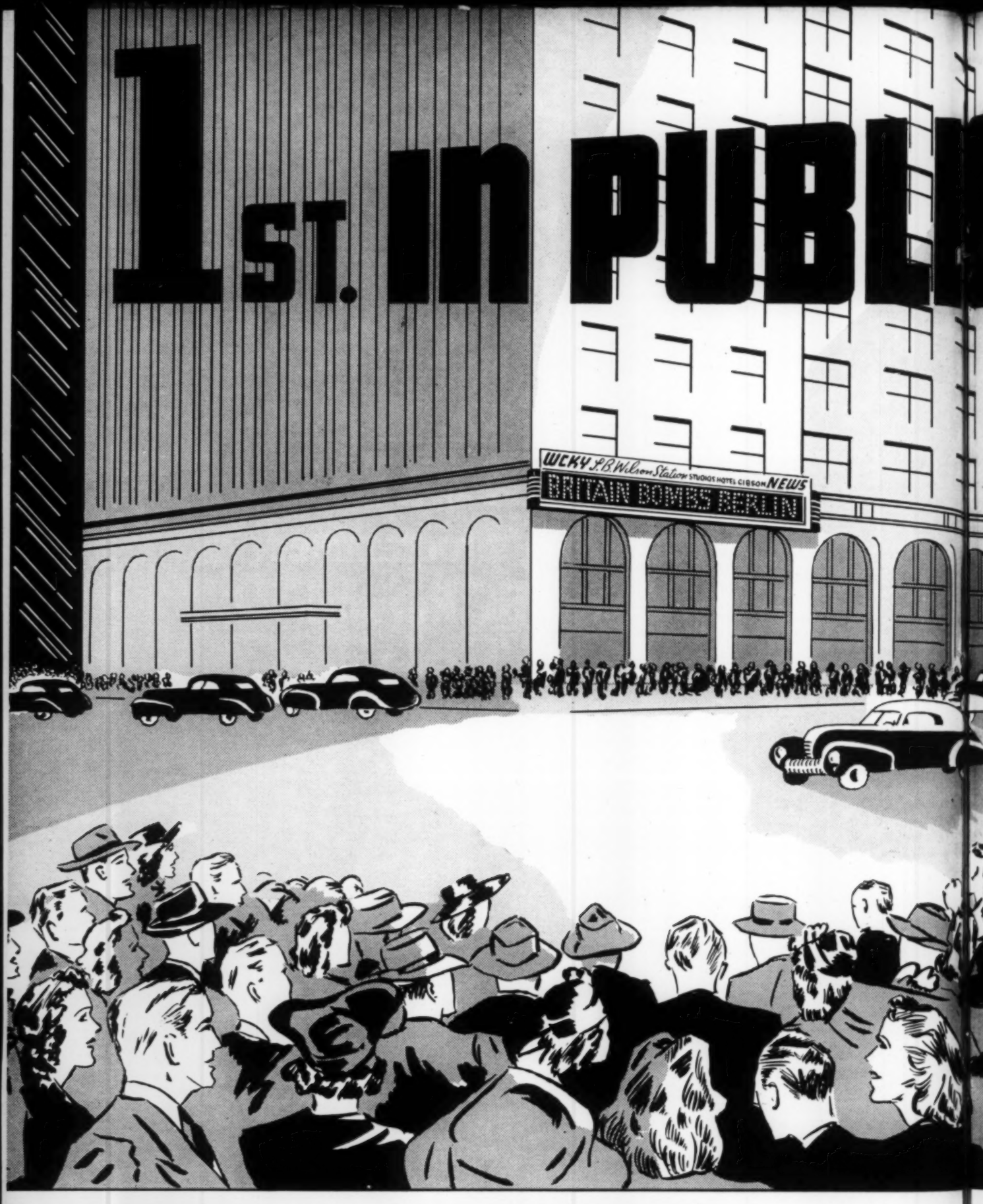
WIBW has developed America's most successful radio selling technique—"reasons why" delivered as the recommendation of one friend to another.

WIBW The Voice of Kansas in TOPEKA

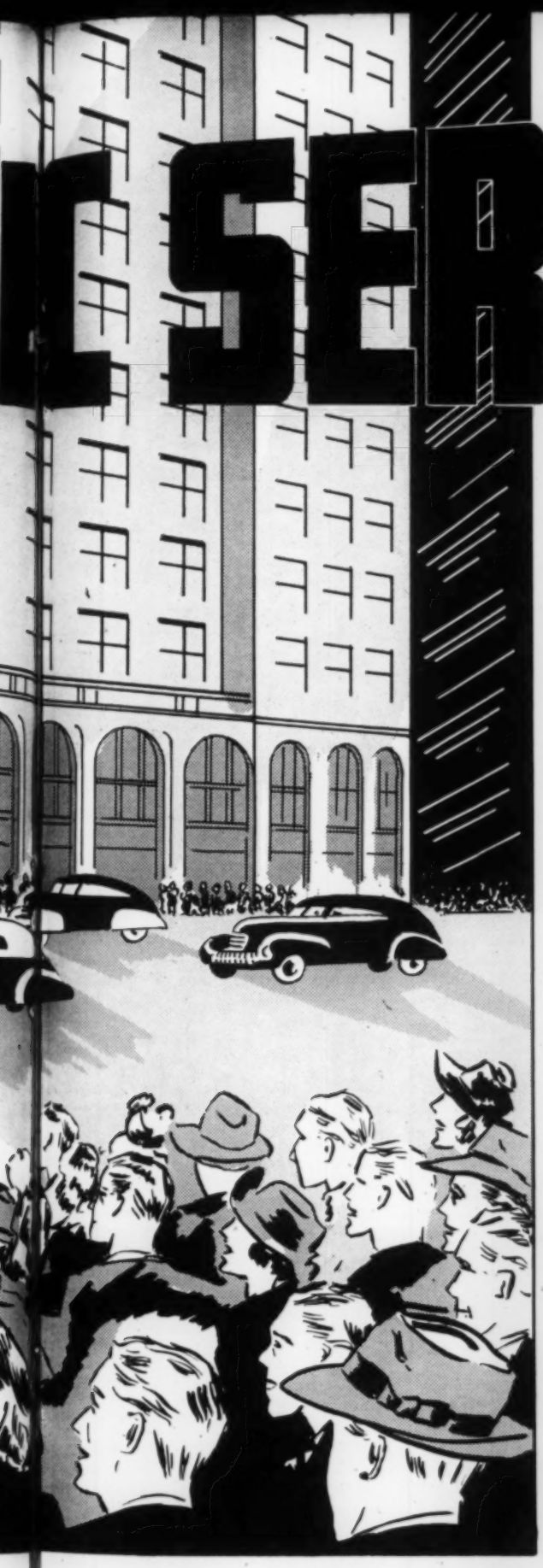


WBAL—50,000 Watts . . . One of America's Great Radio Stations
BASIC NBC NETWORK—Nationally Represented by Edward Petry & Co.

B A L T I M O R E



CBS PROGRAMS • FF



L SERVICE

MORE THAN 200,000 PEOPLE DAILY READ THE LATEST NEWS FROM WCKY'S TRAVEL NEWS-O-GRAPH OPERATING 16 HOURS EVERY DAY ON FOUNTAIN SQUARE CINCINNATI

L. B. Wilson

WCKY

FFTY GRAND IN POWER

Editorial

Radio Won—and Lost

THE ELECTION is over but the melody lingers on.

Now that the epithets hurled at each other by the candidates, employing the American microphone as a sort of vocal bazooka, are gone with the wind, it might be enlightening to cast a quick look over our shoulders.

A quick look, we say, for the circumstance does not sustain a long and lingering glance. In the past weeks, especially the closing ones, of the campaign, American radio has been called upon to deliver into American parlors a devil's brew of bitter invective lightly spiced with lyrical incantations by such astute politicians as Frank Sinatra and Judy Garland. It has been a wonderful party. Everybody has had a fine time—everybody but radio.

Radio has shown courage and enterprise in clearing schedules for political broadcasts that the American voter might be informed. Radio, as a consequence, will not be held responsible by the listener for the quality of the fare to which he was exposed, it is trusted.

If there have been those among us who doubted the efficacy of radio as the strongest element in political campaigns of modern times, let them now belay. We have elected a President with pledges set to music by some of the most talented boogie-woogie libretists in the business. We have elected a President with singing commercials, with jive and jabberwocky and with profound exhortations on the issues of the day by such thoughtful statesmen as Orson Welles and Humphrey Bogart.

This does not presume that the Democrats alone went all out for musical comedy, or that they alone resorted to back-alley fighting on the air. The Republicans also cooked up some fairly impressive extravaganzas. It does appear that the latter, pursuing a custom of 12 years' standing, thought of it second.

One inclines to view such matters in retrospect with lightness, but there are serious implications here. When a candidate says of another that "he lied us into the war" and when the joust is parried by the flat charge that one among those who ran is "an unmitigated liar", broadcasters should start leafing through the laws on libel. For it is the broadcaster who is jointly culpable, and the firmness with which he meets his responsibility now portends the road radio campaigning will follow in the days to come.

The leadership of the broadcasting profession should weigh these matters with deadly concern, for radio cannot stand above the level of its poorest program. This was not the day for a formula of rhythm and reason and nonsense. These times deserve better than that. They deserve dignity and thoughtfulness and integrity.

So much in a reflective mood. We may now look ahead. As we do, radio, which four years from now must lend its great voice to the espousal of other causes perhaps in the names of other men, may hope that it will not again need carry the burden of such contraband.

Clean, Fresh Start

THE DEMOCRATIC sweep of the elections last week leaves the regulatory outlook for radio relatively unchanged. Apparently there will be no shifts in Congressional committee chairmanships important to radio. It is to be assumed that present policies and philosophies on radio will not be altered forthwith.

But there is a fundamental change, stemming from other causes, which will have profound effect upon radio's destinies. Two posts on the FCC—one the chairmanship—are to be filled. T. A. M. Craven left July 1. Chairman Fly's decision to enter private law practice Nov. 15 creates a second vacancy.

Paul A. Porter, Democratic National Committee publicity director, is most frequently mentioned for the Fly post. He distinguished himself as OPA deputy administrator and as assistant director of the Office of Economic Stabilization before he mounted political horseback. He has more than a nodding acquaintance with radio having served for five years as CBS Washington attorney.

Other names heard for the chairmanship or the Craven vacancy include: J. Leonard Reinsch, Democratic Committee radio director, and a practical station operator; Charles R. Denny, FCC general counsel; Rosel H. Hyde, veteran assistant general counsel; Leighton H. Peebles, chief of the WPB Communications Division, who has substantial Government and industry communications experience, and Commissioner E. K. Jett, who might be elevated to the chairmanship.

A merit promotion from the FCC ranks, or promotion of Mr. Jett, would win general approval. Mr. Jett is an engineer, and there's radio's biggest engineering job ahead, but with transcendental policy-moulding aspects. Mr. Denny's handling of the intricate allocations hearings last month more than lifted him to Commission stature. Mr. Hyde's qualifications, springing from 16 years with the radio regulatory body with an humble clerkship beginning, require no elaboration.

Irrespective of the FCC status, the quest for new legislation should not be abated. That legislative shoe no longer fits; its basic provisions were enacted 18 years ago.

At the last session, efforts to enact a new law proved abortive. Perusal of the article by Chairman Wheeler (D-Mont.) of the Senate Interstate Commerce Committee in the current issue of *The Progressive*, LaFollette weekly, shows rather conclusively why the effort failed, and why it appears futile to attempt to get rational, reasoned legislation under those auspices (see page 18).

There's a right way to approach new legislation. The House Select Committee has about completed its work of investigating the FCC. Its staff, headed by the able and industrious John J. Sirica, has detected shortcomings in the present law. Rep. Lea (D.-Cal.) is chairman of both the Select Committee and the the House Interstate Commerce Committee.

Why not transfer the Select Committee staff to the full Committee, where it can do a constructive and objective job of drafting a new law? Radio and communications are too specialized and too sensitive to be subjected to hit and miss draftsmanship, done parttime.

So let's get off to a clean, fresh start in in the House, not haunted by the ghost of the White-Wheeler Bill.

Our Respects To —

NATHAN ALBERT TUFTS, JR.

A YOUNG MAN'S game, radio has been called, and Nathan Albert Tufts, Jr. vice-president in charge of the Hollywood radio department for Ruthrauff & Ryan, bears out truth of that phrase.

At 32 he has sufficient production, direction and writing experience on network sponsored programs to do credit to a veteran.

Born in Waltham, Mass., Dec. 5, 1911. Nate received his elementary education in that town and Winchester, Mass. High school years were spent at Mt. Vernon, N. Y. Matriculating at Colgate U. he held posts as editor of the college newspaper, handbook, sports editor of the newspaper and yearbook, and contributor to the college humor magazine. In addition, he was director of the college press bureau for two years. A member of the varsity tennis team, he was also assistant director of the first intercollegiate outboard regatta in spring of 1930.

Dove-tailing college and business career, as a senior, Nate attended a series of scheduled job placement conferences during Easter vacation. At that time he filed an application with J. Walter Thompson Co. Actually, choice of a career had earlier narrowed down to either newspaper reporting or the advertising agency field.

So, in August 1932 when J. Walter Thompson Co. called him, he snapped up the opportunity of joining the agency's radio department. First assignment was writing spots for Shell Oil Co. travel trips at $20 a week. From this he rapidly branched out into script writing and producing. During a two-year association with the agency he handled production duties on the CBS Eddie Dooley Show for Shell Oil Co. and Phil Harris program, then on NBC for Northam Warren Corp.

On June 1, 1934, Nate went with Ruthrauff & Ryan as a member of its radio department. He wrote copy for the Boston Braves and Red Sox big league baseball games. Within the next few years he was at the production helm of the NBC Joe Cook program, sponsored by B. F. Goodrich Co.; CBS Ken Murray Show, CBS *Big Sister*, CBS *Aunt Jenny* and NBC *Uncle Jim's Question Bee*, all sponsored by Lever Bros.; Mutual program, *The Shadow*, sponsored by Delaware & Lackawanna & Western Coal Co.; NBC Milton Berle's *Stop Me If You've Heard This* and NBC Tommy Riggs sponsored by Quaker Oats Co.; CBS Milton Berle Show, sponsored by Gillette; Blue program, Ben Bernie Show, sponsored by Brom Seltzer.

Taking over the reins on CBS Joe Penner show in the fall of 1936, when sponsored by R. B. Davis Co. (Coco-Malt), Nate travelled

(*Continued on page 44*)

WHAT MAKES WMFM PROGRAMS Successful?

When WMFM placed its first program on the air in 1939 as the first FM station west of the Alleghenies, it formulated a program policy that assured it of success.

That policy was simply:
Distinctive, quality programs keyed to the wants and needs of the community it is intended to serve.

By blending that formula with the miracle of static-free, crystal clear FM reception, WMFM has developed an intensely loyal family of listeners that stays tuned to WMFM.

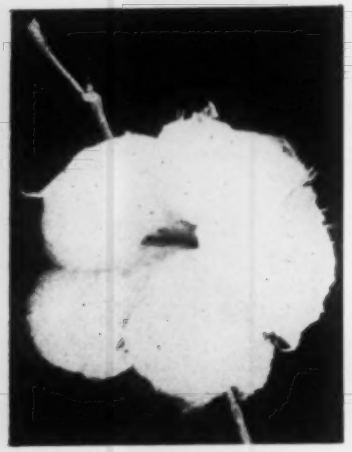
Take advantage of WMFM's programming, and valuable audience. Let us work with you in developing a prestige-building, sales-promoting radio plan for you.

WMFM

THE MILWAUKEE JOURNAL FM STATION

More

Products are made from cotton than any other growing thing



More

RESULTS PRODUCED PER ADVERTISING DOLLAR SPENT ON WHBQ THAN ON ANY OTHER MEMPHIS STATION

Memphis is the World's Largest Hardwood Charcoal Market

SOUTH'S 24-Hour Station

WHBQ

Bob Alburty, General Manager

Your MUTUAL Friend

MEMPHIS, TENNESSEE

Represented by RAMBEAU

Personal NOTES

ROGER W. CLIPP, president of WFIL Philadelphia, has returned to his office following recuperation from a major operation.

DICK KOPF, sales manager of Paul Raymer Co. Chicago, station representative, is suffering from an unknown malady at St. Francis Hospital, Evanston.

STANLEY YOUNG, salesman with Spot Sales, Chicago, has resigned to return to New York.

LT. COMDR. DAVID TENNANT BRYAN, son of **JOHN STEWART BRYAN**, who died Oct. 16, has been named president and publisher of the *Richmond News Leader* and *Richmond Times Dispatch*, succeeding his late father, it was announced last week by Richmond Newspapers nc., which publishes the two newspapers. The late Mr. Bryan was majority interest holder in WRNL Richmond. Comdr. Bryan is on active duty in the Navy and **JOHN D. WISE**, vice-president of the newspaper corporation, will act as president and publisher until the former's return.

DONALD D. DAVIS, president of WHB Kansas City, and **MRS. DAVIS** have announced the marriage of their daughter, **PEGGY** to **WILLIAM EDWARD BROWNLEE**, U. S. Army, in Kansas City, on Oct. 28.

HAL AYRES Jr. formerly associated with Continental Radio & Television Productions, Hollywood, has joined Homer Griffith Co., station representatives, as account executive.

HARRY BRAMAH, assistant treasurer of the Canadian Broadcasting Corp., Ottawa, has been appointed treasurer succeeding **HARRY BALDWIN**, retired. **COL R. P. LANDRY**, secretary of the Canadian Broadcasting Corp., Ottawa has been appointed director of personnel and administrative services.

Davis to WELI

RICHARD W. DAVIS has been appointed manager of WELI New Haven, it was announced last week by William A. Riple, vice-president of the station which was purchased recently from the Bulova interests by H. C. Wilder and his associates. Mr. Davis has been general manager of WNBC Hartford. At WELI he succeeds Dewey Long, whose resignation is effective Nov. 15.

ROY WRIGHT, former manager of CFAR Flin Flon, Man., has been appointed general manager of CKMO Vancouver.

KEITH A. McKINNON, engineer in charge of transmission and development department of the Canadian Broadcasting Corp., has resigned from the CBC to go into private practice as a consulting radio engineer at Ottawa. Instrumental in drawing up technical data of the Havana Treaty for Canada, he has been on loan from the CBC since 1940 to the National Research Council on wartime radio work.

JAMES E. ANDERSON sales executive of WGN Chicago, has resigned to join W. Biggie Levin, radio production organization, Chicago, in charge of sales of package shows and radio talent to advertising agencies. Prior to joining WGN he was associated with the *Chicago Tribune*, for 20 years the latter 10 as head of the travel adv. dept. In that capacity he initiated what is believed to have been the first direct tie-up between news and radio advertising. **BEN BERENTSON**, WGN promotion manager, will assume Mr. Anderson's duties.

1ST. LT. HARLAN G. OAKES, formerly with H. H. Wilson Co., Chicago, station representative has been promoted to captain. He is a squadron combat intelligence officer for a B-24 Liberator bomber group.

MELVIN G. MILLER, former procurement director of radio officers for the Ninth Naval District in Chicago, has joined the sales staff of WJJD Chcago.

GWILYM A. PRICE, vice-president of the Westinghouse Electric & Mfg. Co., has been elected to the board of trustees of Allegheny College for an indefinite term.

Harry F. O'Mealia Dies; Started WHOM in 1928

HARRY F. O'MEALIA, 60, founder, former president and owner of WHOM Jersey City, and president of O'Mealia Outdoor Adv. Co., Jersey City, died there Nov. 4 after a brief illness.

The New Jersey Broadcasting Corp. was founded by Mr. O'Mealia in March, 1928. Mr. O'Mealia's first station, WIBS operated part-time on 1450 kc. In 1930 he purchased WKBO WBMS WNJ, all daytime stations operating on the same band, and combined them with WIBS to form one full-time outlet, WHOM, three last call letters being Mr. O'Mealia's initials. The Jersey City station started operations in February of that year.

Mr. O'Mealia was active in the station's management until 1934 when it was leased for one year to Clemente Giglio. When Paul F. Harron and Joseph Lang took over management in June 1936 Mr. O'Mealia retained part ownership, and remained in an inactive capacity as vice-president until Oct. 1, 1942, when he sold his ownership to Mr. Lang and Mr. Harron.

Surviving Mr. O'Mealia are his wife, three daughters, a son, and two sisters.

STEVE WILLIS, manager of WJNO West Palm Beach, for the third consecutive term has been elected director of the West Palm Beach Chamber of Commerce.

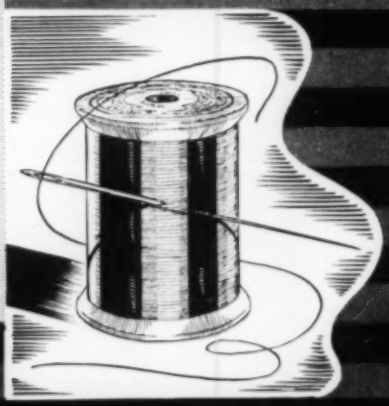
ARTHUR MYERS, assistant chief OWI New York overseas radio program division, has shifted to Hollywood and in conjunction with **WILLIAM S. CUNNINGHAM**, chief of OWI Los Angeles overseas bureau, is supervising production of transcribed programs the film industry is preparing for release in France. **GERALD KEAN**, chief French producer, has also been shifted from New York to the West Coast to aid in production of the series. **JACK PRICE**, on leave from WBNS Columbus O., has joined the OWI Los Angeles overseas bureau as producer-writer.

JOHN H. EICHHORN, former newspaperman, is new account executive at KIRO Seattle. He replaces **KING MITCHELL**, now with KTBI Tacoma.

GEORGE JENNINGS, director of the Chicago Board of Education Radio Council, is the father of a girl.

HOW the radio intelligence division of the FCC operates in tracking down lawbreakers, spies and saboteurs was dramatized Nov. 10 on *Gangbusters*, currently sponsored on the Blue by Dr. Earl S. Sloane Inc., New York.

They go together.



KOCY

OKLAHOMA CITY

A Mutual Station

ASK THE WALKER CO.

•MEMO•

Must Contact

WBOC

Salisbury, Md.

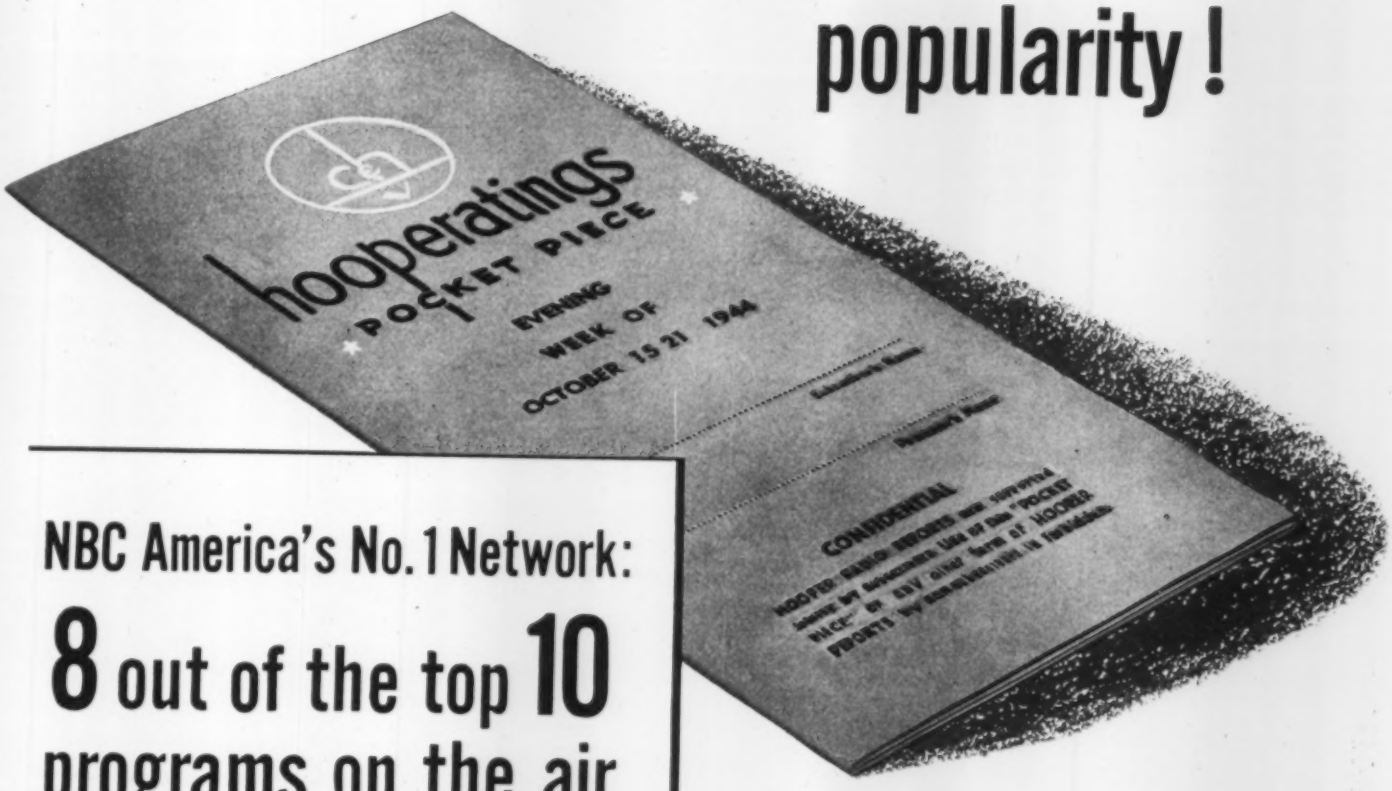
One of America's Finer Stations

MUTUAL BROADCASTING SYSTEM

MARYLAND COVERAGE NETWORK

FIRST REPORT

on NBC Parade of Stars popularity!



NBC America's No. 1 Network:

8 out of the top 10 programs on the air

No other network has more than 1 of the top 10

National Broadcasting Company

America's No. 1 Network

A Service of Radio Corporation of America

KDYL STAFF WINS AGAIN

★ ★

Ned Serrell
KDYL Announcer
Won the 1944
H. P. DAVIS Memorial AWARD

—for announcers with stations on a regional frequency.

★ ★

TWO YEARS IN A ROW

The 1943 Davis Award was also won by a KDYL staff announcer.

This national recognition is further evidence that KDYL advertisers get the very best service.

A Staff Of Well Trained Announcers

Members of our announcing staff are carefully chosen for voice qualities and reading ability. They have various backgrounds, and are a versatile group of thoroughly trained men.

Your messages have every advantage of good diction, personality and sincerity when broadcast to the Utah market on this station.

KDYL

Salt Lake City

Utah's NBC Station

National Representatives:
John Blair & Co.

Our Respects to

(*Continued from page 40*)

to Hollywood where that program originated until July 1938.

It was following his return to the East that Nate Tufts was assigned to NBC's *Vox Pop*. He remained with that series for approximately three years. While *Vox Pop* was not the first radio series to travel, it was the first commercial program to originate from startling locations such as a Canadian Army camp, West Point and Annapolis.

He was the originator of merchandise give-aways on that program. Another feature, the phone calls by Vox Poppers to their favorite film celebrities, he developed to its most popular network usage. In those days, *Vox Pop* was a hectic, 7-day-a-week job with Nate doing work now requiring three men. He sifted prospective interviewees, bought gifts, set up origination points and arranged transportation. In one year the young producer put more than 50,000 flying miles under his belt.

During his period as producer *Vox Pop* made the first Latin American trip of any of the major American commercial network shows. Originating successively in Mexico City, San Juan and Havanna, Nate coped with the additional obstacle of the Spanish language.

He was winding up the *Vox Pop* producing assignment when his executive break came. Don Stauffer, vice-president in charge of radio for Ruthrauff & Ryan, wanted someone to build up the agency's Hollywood radio department into a big-time operation. Quixotically Nate was helping Don Stauffer in that search when it culminated in his own appointment as director of the department on July 1, 1942. Approximately one year later, in April 1943 Nate Tufts was elected a vice-president of the firm in charge of West Coast originating radio, his current post.

Nash on Blue

NASH-KELVINATOR Corp., Detroit, on Dec. 24 starts a musical variety program on 190 Blue stations, Sun., 4:30-5 p. m. Featuring the Andrews Sisters, George (Gabby) Hayes, comedian, Vic Schoen and his orchestra and a guest star. According to Donald S. Shaw, radio director of Geyer, Cornell & Newell, New York, the Andrews Sisters were chosen partly because of their movie and record releases, which can be given a merchandising tie-up by local Nash-Kelvinator dealers throughout the country. New program is part of firm's preparation for reconversion to production of Nash motor cars and Kelvinator refrigerators. Show marks the return of the firm to a national network program for the first time since 1938 when the company sponsored *Professor Quiz* on CBS.

AMERICA CARES WHAT MIAMI WEARS

Look for this label. You'll find it in the nation's smartest beachwear, sportswear and women's apparel. It means "fashions as bright and thrilling as Miami's sun!"

To us, this label means even more . . . it means that another year 'round industry has selected Miami as its home. The Miami Fashion Council of manufacturers and designers is determined to make Miami one of the great fashion centers of the world. Watch Miami!

IN SOUTH FLORIDA — WIOD IS THE STATION MOST PEOPLE LISTEN TO MOST.

National Representatives
GEORGE P. HOLLINGBERY CO.
Southeast Representative
HARRY E. CUMMINGS

5000 WATTS • 610 K.C. • N.B.C.

BEHIND the MIKE

JIMMY WALLINGTON, announcer on the CBS *Texaco Star Theatre* and on Forfit Foundation's MBS show starring **DICK BROWN**, left New York last week for his home in Santa Monica, Cal. having relinquished both assignments. He has not announced future plans.

TODD BRANSON, formerly of WJW Cleveland, has joined the announcing staff of WPEN Philadelphia.

MERRILL MUELLER, NBC correspondent who has covered SHAEF for the American radio pool since before D-Day, has received a letter of commendation from **GEN. EISENHOWER** for the reporting job he has done to-date.

DON MARTIN, production manager of WFIL Philadelphia, has resigned to join the Blue Network, New York.

DAN PARKER, formerly of WIBG Philadelphia, has joined the announcing staff of WPEN Philadelphia.

C. V. GODWIN, formerly of CJIC Sault Ste. Marie, Ont., is now with the para-searchers rescue division of the Royal Canadian Air Force, Edmonton, as flying officer.

DOROTHY HARRIS, assistant to production manager **DON MARTIN** of WFIL Philadelphia, and S/Sgt. **NATHAN HORROW** have announced their engagement. The wedding is to be early in December.

HARRY WISMER, a member of the Blue Network sports staff, has been named the outstanding sports commentator of the year by *Sporting News* for the second consecutive time. The *Sporting News* trophy, was presented to him last Thursday at a dinner at Toots Shor's in New York.

JAMES FASSETT, head of CBS' music division, and **LARRY PUCK**, CBS talent scout, have been added to the staff of CBS program supervisors, in line with the network's program supervision plan. Mr. Fassett, with CBS since 1936, will be in charge of all serious music broadcasts. Mr. Puck, who returned to CBS last year after a period with Music Corp. of America, will oversee all popular music programs.

WILLIAM E. MORGAN, San Antonio announcer who joined WOAI that city a year ago, has been named assistant production manager of the station. He will assist **HAROLD CARR**, WOAI production manager, in programming and planning.

KATHLEEN HAZARD and **NOREEN KERR** have joined the continuity department of CJOR Vancouver.

DEZ McDERMOTT and **IAN ARROL** have joined the news staff of CKWX Vancouver.

EDDIE WHIKEHART has returned to WHLN Harlan Ky., after release from the Army Signal Corps.

CLARA GRAVES has been appointed assistant to **DOROTHY BROWN**, Blue western division continuity acceptance editor.

(*Continued on page 48*)

HERE IT COMES!

FREDERIC W. ZIV CO'S

PLEASURE PARADE

PACKED WITH S. A.*

*SPONSOR APPEAL

MOST BRILLIANT MUSICAL SHOW EVER PACKAGED NOW READY FOR SPONSORSHIP

KAY LORRAINE, of "Hit Parade" fame, Beauteous ballad singer.

BOB KENNEDY, Romantic singing star from the original cast of "Oklahoma!"

JIMMY WALLINGTON, emcees Pleasure Parade in fast and funny pace.

It's radio's grandest musical show! A galaxy of Stars supported by the brilliant arrangements of Irving Miller and his great recording orchestra, emceed by Jimmy Wallington. 78 thrilling quarter hours transcribed and now available for local and regional sponsorship.

Who in your market wants to sponsor the biggest musical show ever transcribed?

THE MODERNAIRES and PAULA KELLY: Top flight singers of hit songs. One of radio's great vocal combinations.

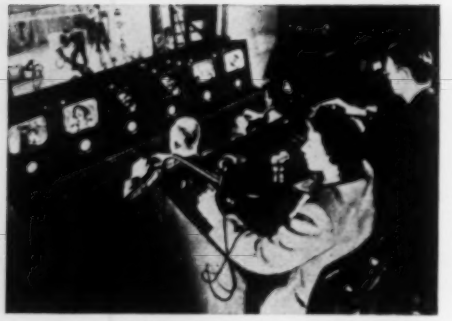
MEET THE MOB: Kay Lorraine, Paula Kelly, the four Modernaires, Jimmy Wallington, Bob Kennedy and maestro, Irving Miller.

FROM THE HOUSE OF HITS

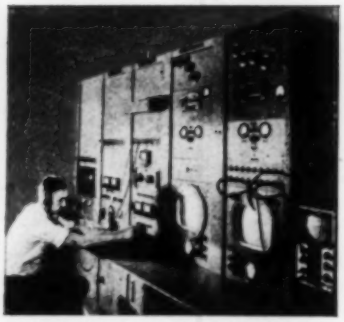
FREDERIC W. ZIV COMPANY

2436 READING ROAD, CINCINNATI, OHIO

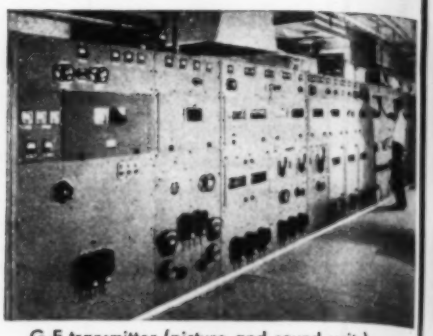
NEW YORK HOLLYWOOD



G-E control and monitoring consoles.

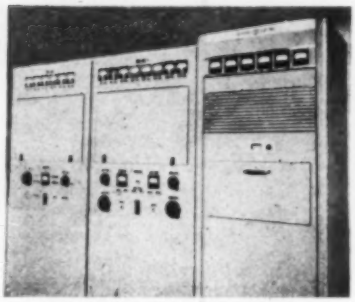


G-E transmitter monitor control board.

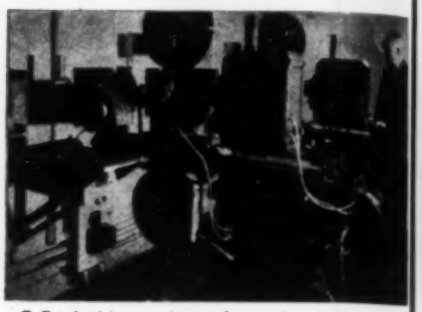


G-E transmitter (picture and sound units).

G-E "V" television broadcast antenna.



G-E S-T transmitters to relay signals from studio to transmitter.



G-E television projector for motion pictures.

G-E television studio cameras.

Other equipment (not illustrated): Transmitter tubes, studio spot lamps, heating and air-conditioning units, point-to-point relay equipment, portable pick-up units.

To you—the future television broadcaster—General Electric offers two important services:

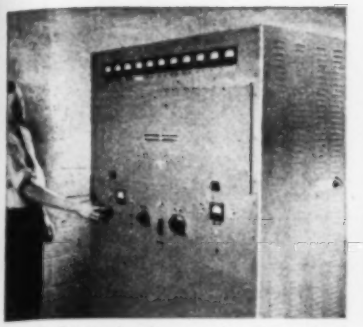
1. The complete television system—consisting of apparatus and accessories of coordinated design—to simplify the job of setting up your station.
2. The opportunity to see and study television equipment in action at the country's most powerful and best-equipped television station—WRGB in Schenectady.

At WRGB you can see the equipment required for a complete television station—the equipment shown on these pages. Here is the world's most powerful television transmitter. Here you can study the programming methods used in over 600 separate programs of all types, from Grand Opera to wrestling matches. Here you can see your future television station *in action*. Come to Schenectady . . . we invite you to see for yourself the work that is setting the pattern for tomorrow's television broadcasting. Thursdays and Fridays are "open-house" days at WRGB.

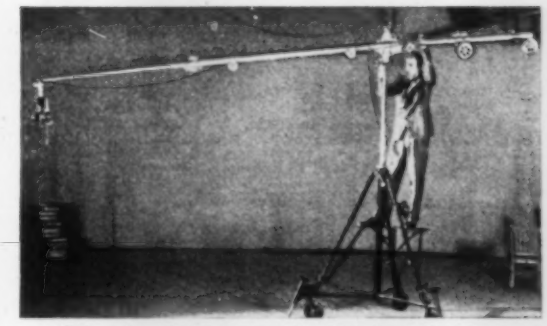
As shown on these pages, General Electric can provide all of the components you will need for a *complete television system for your station*. We welcome your inquiries. Write Electronics Department, General Electric, Schenectady, N. Y.

GENERAL ELECTRIC

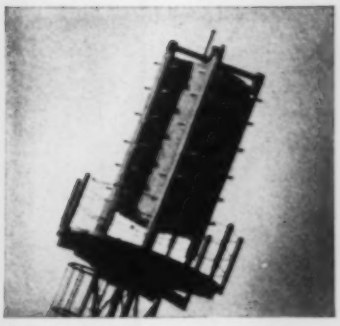
156-C4



G-E visual relay receiver-converter.



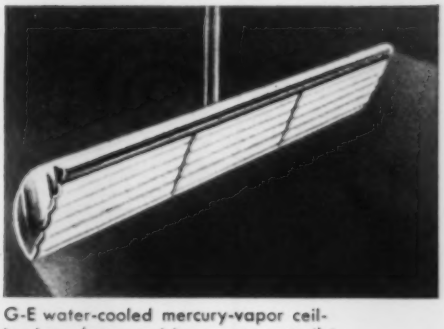
G-E motion-picture type studio microphone boom.



G-E ultra-high-frequency four-bay S-T antenna.

G-E film pick-up cameras.

G-E television home receiver.



G-E water-cooled mercury-vapor ceiling lamp (operated by remote control).

for Television...

Tune in General Electric's "The World Today" and hear the news from the men who see it happen, every evening except Sunday at 6:45 E.W.T. over CBS network. On Sunday evening listen to the G-E "All Girl Orchestra" at 10 E.W.T. over NBC.

THE G-E EQUIPMENT RESERVATION PLAN and the brochure "Television Broadcasting Post-War" will be sent to anyone interested in television broadcasting. Write for this information. *Electronics Department, General Electric, Schenectady, New York.*

STUDIO AND STATION EQUIPMENT · TRANSMITTERS · ANTENNAS
ELECTRONIC TUBES · RECEIVERS

FM · Television · AM *See G.E. for all three!*

First
✓listeners
✓advertisers
✓results
BUT, THAT IS THE USUAL STORY FOR WRC
FIRST, CONTINUOUSLY SINCE 1923
WRC
Represented by NBC Spot Sales
Washington

MARJORIE GIES, formerly with WNAX Yankton, S. D. is now chief continuity writer for WFDF Flint, Mich.

BERTICE CARTER KAY, director of women's programs for KGKO Dallas, and **HUGO TEMPLETON SPECK**, news editor of WFAA-KGKO Dallas, were married Nov. 4 in Fort Worth.

PFC. JAMES H. KNOX USMC, former producer of the Ginny Simms program, *Spotlight Bands*, and the Marine Corps show *Service Time* from Parris Island, is now at USMC Headquarters, Washington, training for an assignment as combat radio correspondent.

TOM SAWYER, former announcer of WBIG Greensboro, N. C., now special services officer in the Fourth Service Command, Atlanta, has been promoted to captain.

WENDELL WILLIAMS NBC Hollywood continuity acceptance manager, has been appointed program manager of KPO San Francisco.

HELEN DORIOT, former writer with MacDonald-Cook Adv., Chicago, has joined the public relations staff of WJJD Chicago.

LARRY KURTZE, WBBM Chicago producer, is the father of a boy.

JANE WALBAUM leaves the continuity editing department of WBBM Chicago to join her husband writer-producer for WHAS Louisville. **PEGGY HEATON** formerly with the music department, will replace her.

RICHARD BANNIER, supervisor of music rights at NBC, is joining the Blue Network to take charge of all music rights clearance, heretofore handled in conjunction with NBC. In a further move towards placing Blue musical operations on an independent basis, the network will now maintain its own music libraries in New York and Chicago, while in Hollywood and San Francisco it will continue to share library facilities with NBC.

JACK GROGAN of the production staff of WNEW New York has been named to the newly created post of production manager.

JACK HILL, former NBC director who has moved from New York to Hollywood to direct Jack Kirkwood's show, *Madness on CBS* for Procter & Gamble Co., will also serve as West Coast representative for Richard Stark & Co., New York production firm. Office headquarters have not been selected.

TO REFUTE an old Army saying that if a man is a lumberjack in civilian life, the Army will assign him to watch repairing, these men were put in the right jobs when they went GI. Left to right: Cpl. Johnny Vrotsos, formerly with KGLO Mason City, Ia. and KDTH Dubuque; Sgt. Ford Kennedy, former announcer at KSOO Sioux City, S.D., and WMIN St. Paul; Sgt. Marty Smith, former network script writer known as Marvin Ryerson. This trio turns out news over the American Forces Network, broadcasting service designed to entertain and inform European invasion forces. Fifteen newscasts and sportscasts are turned out by the AFN news department daily for GI consumption.

CLIFF REYNOLDS of WRR Dallas has joined WOAI San Antonio as announcer.

TOM SHANAHAN, formerly an announcer with WEMP Milwaukee is now an officer candidate at the Infantry School, Fort Benning, Ga.

PVT. DAVID LOWE, former program director and news commentator of WNEW New York, is now at Officer Candidate School.

GEORGE GOSSMAN, announcer, has joined WINN Louisville.

New CAB Quarters

COOPERATIVE Analysis of Broadcasting has moved into larger quarters at 11 W. 42nd St., New York. Telephone is LOngacre 3-5500. Move was necessitated by expansion resulting from the change in CAB regular interviewing from 33 to 81 cities. New types of research data released by the CAB under its new program have produced an increase in applications for membership, the organization reported, with the following companies among those accepted by the CAB board. Eversharp Inc., Hall Bros., J. M. Korn & Co., American Home Products Corp., Franklin Bruck Adv. Corp.

RAYMOND DIETRICH has joined KDB Santa Barbara, Cal. as announcer and operator.

C. RAYMOND HUTCHISON, former radio and movie writer, released by the U. S. Merchant Marine, has succeeded Sheldon W. Peterson as staff writer on WMAQ Chicago.

DEL WILLIAMS, released from the Army, has joined Don Lee Broadcasting System, Hollywood as announcer. Also added to network's announcing staff are **MEL VICKLAND**, formerly with MBS New York, and **ROBERT O'CONNER**, former announcer of KMPC Hollywood.

RAYNOLDS JOHNSON, released from the Coast Guard and former announcer of KOH Reno, has joined KGFJ Los Angeles.

PAULINE SZANE, for nine months assigned to WAC public relations office, England has joined Don Lee Broadcasting System, Hollywood, publicity staff, replacing **HARIET CROUSE** who has resigned to freelance.

FREDDIE RICH, musical director of NBC *Abbott & Costello Show*, and **ELIZABETH GORDON** of Hollywood were married in Santa Monica, Cal. on Nov. 1.

LLOYD BROWNFIELD, CBS western division publicity director, is in New York for conference with home office executives.

JEROME TRAUB, released by the Army Air Force, has joined KWK St. Louis as assistant news editor. **RICHARD LAWRENCE**, formerly with KDAL Duluth, has joined KWK as production manager.

BILL SEYMOUR after serving as lieutenant (jg) in the Navy, resumes duties as night supervisor of the announcing staff of WBBM Chicago.

LT. (jg) BOB CUNNINGHAM former chief announcer of WBBM Chicago, is now stationed in Chicago for six weeks' special assignment at Navy Pier.

RAY MULLER, recently released from the Army Air Corps, has resigned as manager of WMSL Decatur, Ala., to join WLAC Nashville as announcer.

ED LEWIS, announcer, has rejoined WAAT Newark after two years' service in the Merchant Marines.

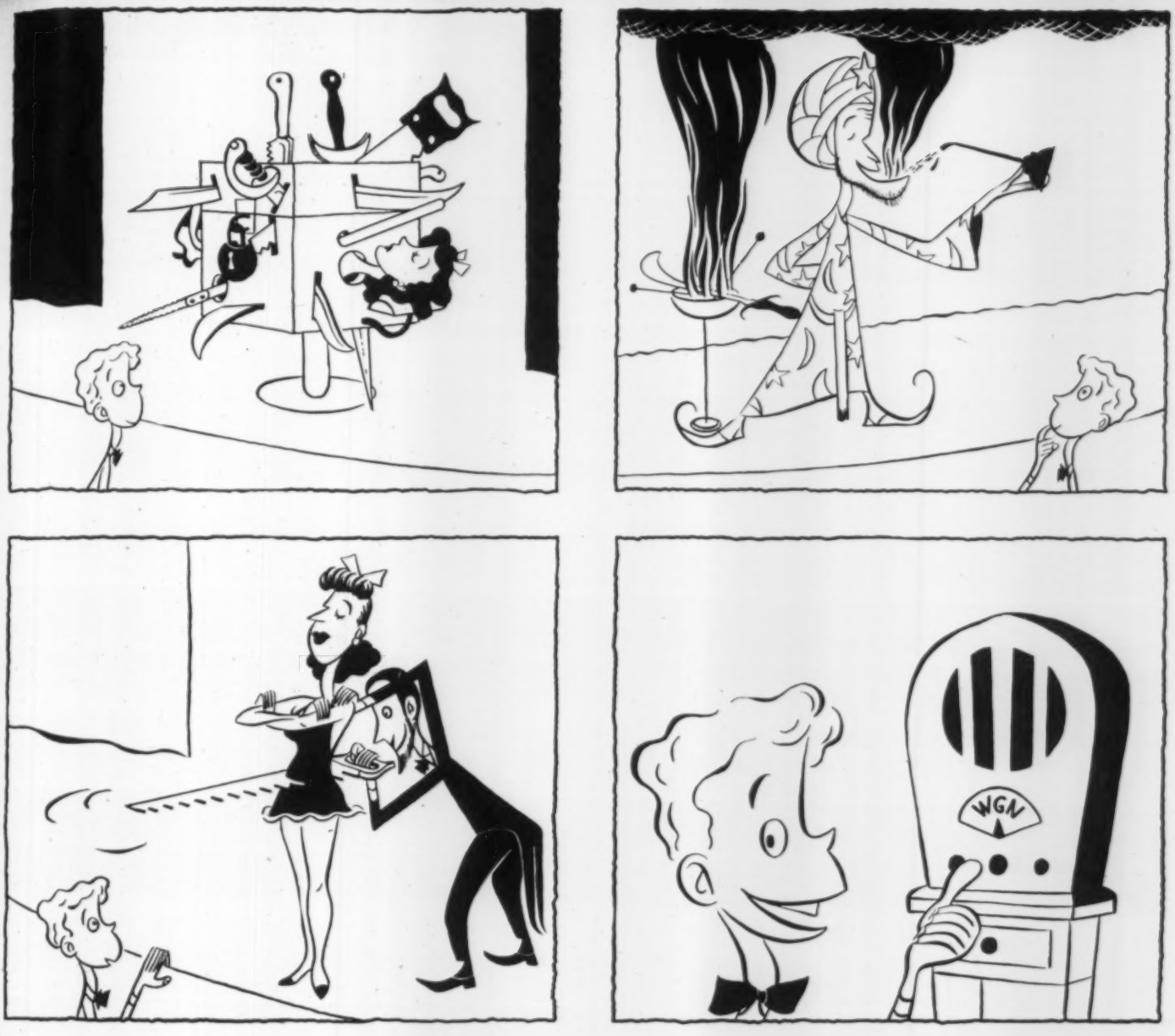
DOROTHY MICHEL BUTLER, assistant supervisor of commercial traffic at NBC, is now in Hollywood as secretary to **JENNINGS PIERCE**, director and manager, NBC western division and station relations.

ROGER F. SHIVELY has joined WLW Cincinnati merchandising department as field representative in the Ft. Wayne area.

Outstanding
IN SERVICE AND RESULTS for ADVERTISERS
Never a Dull Moment on
WHDH
BOSTON'S BLUE NETWORK Plus STATION
National Sales Representatives · SPOT SALES, INC., New York · Chicago · San Francisco

BLAZING NEW SALES IN IDAHO

KSEI
POCATELLO · IDAHO



Little Elmer says: "There's no mystery to WGN's leadership in local and national spot business among the major Chicago stations."

A Clear Channel Station

CHICAGO 11 ILLINOIS
50,000 WATTS 720 KILOCYCLES

WGN

MUTUAL BROADCASTING SYSTEM

EASTERN SALES OFFICE: 220 E. 42nd Street, New York 17, N. Y. • PAUL H. RAYMER CO., Los Angeles 14, Cal.; San Francisco, Cal.

. . . ANOTHER OF THE NATION'S LEADERS USING THE BLUE NETWORK!

Housewives say "hats off" to P and G, call letters for quality over the nation's counters. Hallmark of quality too, over the BLUE five mornings a week with "Breakfast at Sardi's" and "Glamour Manor."

HOW YOU CAN JOIN THE "BLUE BOOK" OF RADIO ON THE PACIFIC COAST!

See us for availabilities. Tell us your problems. Ask us what help you will . . . and let's plan ahead together. The sixteen Pacific Blue Network Stations can give you the success it has given to hundreds of other advertisers in this rich market. Contact for Coast coverage may be made in

NEW YORK • CHICAGO • HOLLYWOOD
SAN FRANCISCO • DETROIT • PITTSBURGH

PACIFIC BLUE NETWORK

Radio Advertisers

GENERAL FOODS Corps., New York, has appointed Young & Rubicam, New York, to handle advertising for Swans Down Corn Mix and Swans Down Bran Muffin Mix. Products were introduced in fall of 1943 in a test spot radio campaign in Syracuse and Rochester, and Peoria, Ill. Future media plans are being formulated.

LITTLE & CO., Chicago (dehydrated vegetable flakes and powders), has appointed Western Adv. Agency, Chicago, to handle its advertising. Radio is said to be considered.

NATIONAL MARGARINE Institute, Chicago, has named Leo Burnett Co., Chicago to handle its advertising. Radio is said to be considered.

MID-CONTINENT AIRLINES, Kansas City, has appointed Goodkind, Joice & Morgan, Chicago, to handle its advertising effective Dec. 1. Radio is considered.

K. ARAKELIAN Inc., Madera, Cal., which last month started promotion of Mission Bell wines on WJZ New York, last week expanded the campaign to WMCA WBYN WAIT WAAS WCFL, with plans to increase the station list further from time to time. Both spot announcement and participations are used. Business was placed by Max Jacobs Co., New York, agency for eastern and mid-western advertising.

ILLINOIS-ROCKFORD Corp., Chicago, has appointed Goldman & Gross, Chicago, to handle its advertising.

SCHOENHOFEN-Edelweiss Brewing Co., Chicago (Edelweiss beer) was to begin sponsorship Nov. 11 of a quarter-hour musical program, Saturday on WMAQ Chicago. Contract for 13 weeks was placed through Olian Adv., Chicago.

AMERICAN RUBBER Co., Oakland, Cal., has placed its advertising account with Conner Co., San Francisco.

McMAHAN FURNITURE Co., Santa Monica, Cal. (home furnishings), adding to its California radio schedule on Dec. 7 starts weekly five-minute news period on KNX Hollywood. Contract is for 52 weeks. M-C-M Adv. Agency, Santa Monica, has the account.

GATHERED IN OMAHA for the inaugural broadcast of *Your America*, sponsored by Union Pacific Railroad on 117 Mutual stations, were (l to r): Paul Fry, manager of KBOW Omaha; Ralph Hartsing, vice-president of Caples Co., Omaha, agency for the account; Les Branch, Caples vice-president; E. C. Schmidt, assistant to the president of Union Pacific in charge of public relations; Don Orth, Mutual sales executive; Ade Hult, MBS western sales manager; C. J. Collins, Union Pacific general passenger traffic manager.

SIERRA CANDY Co., San Francisco (candy), on Nov. 12 started weekly quarter-hour transcribed *Musical Sweets* on KFWB Hollywood. Contract is for 52 weeks. Agency is Robert B. Young Adv., San Francisco.

DR. JACKSON FOODS, Toronto (breakfast cereal), has started transcribed *Adventures of Jimmie Dale* thrice weekly on 26 Canadian stations. Account was placed by Harry E. Foster Agencies, Toronto.

FALSTAFF BREWING Corp. board of directors created two additional vice-presidencies as part of the company's post-war expansion plans. Louis J. Walther, brewmaster and general superintendent for 25 years will be in charge of brewing processes and labor control and H. J. Colton, general sales manager since 1939, has been elected vice-president in charge of sales. Harvey Beffa, first vice-president, has taken leave of absence from the advertising department to take charge of production and new construction, and Harold Jessen, his former assistant, moves to the post of advertising manager.

RAINIER BREWING Co., San Francisco (beer), on Nov. 14 replaces *Club Good Cheer* on Blue Pacific stations, Tues. 9:30-10 p.m. (PWT), with *United Nations Forum*, Tues. 9-9:30 p.m. (PWT). Series will feature panel of news experts discussing world problems from four major United Nations' point of view. Buchanan & Co., Los Angeles, is agency handling account.

BALABAN & KATZ Corp., Chicago, on Oct. 25 began a one-minute spot campaign on the following Chicago stations for 52 weeks thru Schwimmer & Scott, Chicago: WMAQ WENR WJJD WAAF WCFL WIND WAIT.

GENERAL DRY BATTERIES of Canada, Toronto, has started sportscasts weekly on 23 Canadian stations. Account was placed by McKim Adv., Toronto.

ALLEN ELECTRIC Co., Toronto (electrical equipment distributors), has started weekly *Chapel of the Air* on CKEY Toronto. Account was placed by Alford R. Poyntz Adv., Toronto.

RKO DISTRIBUTING Corp. of Canada (RKO pictures), has started the Blue network show *Hollywood Star Time*, Mon. thru Fri. on CJBC Toronto. Account is placed direct.

GIBSON ART Co., Cincinnati (Greeting cards), has appointed Christiansen Adv. Agency, Chicago, to handle its account. Test operations in various markets are being developed.

PETER FOX BREWING, Chicago (Silver Fox Beer), will begin sponsoring on Nov. 13, half-hour show *The Shadow* on WHBQ Memphis, for 13 weeks. Agency is Schwimmer & Scott, Chicago.

GEORGE JOHNSON, former contact manager for William H. Rankin Adv. Agency, has joined the radio division of Stewart-Warner Corp., Chicago.

BROWN & WILLIAMSON Tobacco Corp., Louisville (Raleigh cigarettes), will begin sponsorship of 39 one-minute transcribed announcements for 13 weeks effective Nov. 11 on WMAQ Chicago. Agency is Russel M. Seeds Co.

INGLEWOOD PARK CEMETERY Assn., Inglewood, Cal., for sixth consecutive year on Nov. 14 renews for 52 weeks the weekly half-hour musical *Melodies America Loves* on KNX Hollywood. Now in fifteenth year of broadcasting, program features Earle Towner's orchestra with male vocal quartette and guest soloist. Adv. Arts Agency, Los Angeles, has the account.

UNITED ARTISTS Corp., New York, has named Buchanan & Co., New York, to handle advertising for General Finance Pictures Co. First of seven films, "Mr. Emmanuel", will be released in a few months. Media plans are being formulated, with indications that radio will be used from time to time for individual films.

(Continued on Page 52)

WPAT
CENTER OF THE DIAL
930

IN THE METROPOLITAN AREA

IS AMERICA'S MOST SUCCESSFUL YOUNG STATION!

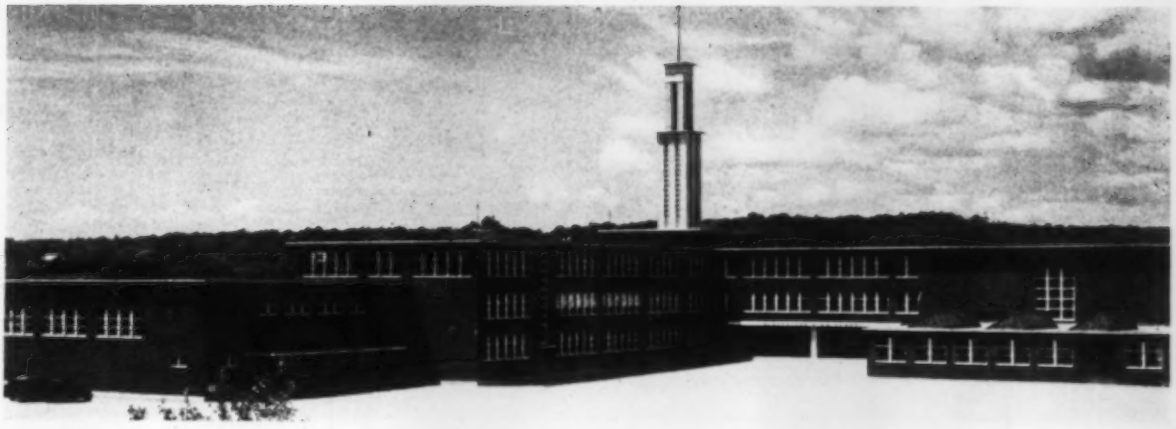
because . . .

THE WPAT RATE CARD STRUCTURE OFFERS THE LARGEST BLOCK OF PRODUCTIVE TIME FOR THE LEAST AMOUNT OF MONEY.

NO 2 OF A SERIES

WPAT PATERSON NEW JERSEY • PARAMOUNT BLDG. NEW YORK

". . . and WFDF Flint says television will soon be here."



FM goes to school!

...but in the role of an Educator!

FM has been chosen as the ideal method for Transmitting Educational Programs. The Federal Communications Commission has assigned special FM Frequencies for the exclusive use of schools and colleges of this country. Boards of Education of large cities have already broadcast, by Frequency Modulation, regularly scheduled educational programs.

REL has been the pioneer in FM Educational Stations, having furnished and equipped WNYE (NYC) and WBOE (Cleveland). This added to our background of numerous successful installations of 1 to 50 KW Commercial FM Stations, has ideally equipped us to serve Educational Groups interested in FM.

REL

Sales Representatives

MICHIGAN
M. N. Duffy & Co., Inc.
2040 Grand River Ave., W.
Detroit, Mich.

MID WEST
REL Equipment Sales, Inc.
612 N. Michigan Blvd.
Chicago, Ill.

PACIFIC COAST
N. B. Neeley
5334 Hollywood Blvd.
Hollywood, Cal.

PIONEER MANUFACTURERS OF FM TRANSMITTERS EMPLOYING ARMSTRONG PHASE-SHIFT MODULATION

RADIO ENGINEERING LABS., INC.
Long Island City, N.Y.

WIND
CHICAGO
5000 WATTS 560 KC

Tops on the Dial

CHICAGO'S ONLY 24 HOUR A DAY STATION

EXCLUSIVE
CHICAGO BEARS FOOTBALL

EXCLUSIVE
BLACK HAWKS HOCKEY

EXCLUSIVE
24 HOURS NEWS SERVICE

EXCLUSIVE
CHICAGO CUBS BASEBALL FOR 1945

National Representative
John E. Pearson Co.
250 PARK AVE., NEW YORK

WHITEHALL PHARMACAL Co., New York, a division of American Home Products Corp., New York, has appointed Ruthrauff & Ryan, New York, to handle a radio program, *Ellery Queen*, starting in January. Network is still to be selected. Appointment covers *Ellery Queen* only, with Dancer-Fitzgerald-Sample, New York, continuing to handle all other radio for Whitehall's Kolynos, Anacin, Larned and Bisodol companies.

CALIFORNIA MISSION PAK Co., Los Angeles (glazed fruits), in a four-week pre-holiday campaign, on Nov. 12 started heavy daily schedule of spot announcements and participation in programs on 16 Los Angeles area stations. Allied Adv. Agencies, Los Angeles, has the account.

Radio Guide Book

NAB has published a guide book for radio chairmen of women's clubs, *Radio and Public Service*, by Dorothy Lewis, coordinator of listener activity.

Agencies

JOHN SWALLOW, West Coast radio director of Kenyon & Eckhardt, is in New York conferring with W. B. Lewis, agency radio director, on Hollywood operations.

CLEMENT W. COOK has been appointed manager of the Montreal head office of Canadian Adv. Agency. He joined the agency in 1939.

H. H. WEBB, Toronto, and Campbell L. Smart, Montreal, have been appointed vice-presidents of Cockfield Brown & Co., with head office at Montreal. Both are directors and have been with the agency for over 20 years.

ROBERT F. KENDALL and N. De Filippes, former treasurer and secretary respectively of Foreign Adv. & Service Co., New York, have organized their own agency in New York to handle export advertising throughout the world. Offices of Kendall & De Fillipes are at 113 W. 57th St. Phone is CIrcle 6-7426.

FRANCES SMITH, copywriter formerly with Kenyon & Eckhardt, Chicago and before that with J. Walter Thompson Co., Chicago, on Nov. 1 rejoined J-W-T as copywriter.

LUCILE COOK, formerly associated with Eastern Columbia, Los Angeles (chain clothier, household furnishings), has been appointed merchandising director of Jaynes Harshberger & Martin Adv.

BAYARD & ECCLESTON Adv., new Los Angeles agency, has been established at 609 S. Grand Ave. Firm is headed by Jere Bayard and J. W. Eccleston Jr., both formerly associated with The Essig Co., local agency.

MILDRED L. FENTON has resigned from the radio department of Ted Bates Inc., New York, to open her own radio production firm at 23 E. 63rd St., New York.

JAMES YOUNG has resumed his duties as head of the creative copy department of J. Walter Thompson Co., New York, after spending six months running his ranch in Mexico. He takes over from Walter O'Meara who shares the post with him, each taking a yearly six-month leave of absence.

LOWELL H. STORMONT, account executive of J. Walter Thompson Co., Chicago, has been transferred to the New York office to handle Easter activities of the Ford Motor Co. account.

C. B. STENNING, executive of Cockfield Brown & Co., Toronto, has returned to the agency after being on loan as secretary to the Dept. of Munitions & Supplies Production Board at Ottawa since January 1942.

IRWIN VLADIMIR & Co., New York, is in the process of organizing a Chicago office, Irwin Vladimir & Co. of Illinois, to service Midwestern accounts for export advertising. To be located at 1 N. La Salle, company will be managed by Joseph A. Jones, former assistant chief of the export advertising program for CIAA.

NORMAN J. PHELPS, partner in Fogarty-Phelps Adv. Agency, Chicago, has resigned to join Ruthrauff & Ryan, Chicago, as account executive. Genevive Munson, copy writer, also has transferred to Ruthrauff & Ryan as his assistant.

WILLIAM S. BALLINGER, former copy chief for Campbell-Ewald Co., Chicago, has joined Campbell-Mithun Adv., Chicago, as creative chief for radio and display.

RAPLH T. STEWART, formerly of the retail store production department of Sears, Roebuck & Co., Chicago, has joined Western Adv. Agency, Chicago, as production manager.

DR. ALBERT BLANKENSHIP, former director of market research for N. W. Ayer & Son, Philadelphia, has been appointed research director for National Analysts, Ins., Philadelphia.

WALTER JOHNSON, former West Coast radio director of Music Corp. of America, Beverly Hills, and now captain in the Marine aviation forces, after 18 months in the China-Burma-India war theatre sector, has reported for reassignment in San Diego following a 30-day leave.

ERNEST CHARLES, producer and director, has been transferred from Hollywood to the New York office of Young & Rubicam. He will produce the Celanese program *Great Moments in Music* heard Wednesday on CBS.

S. T SEIDMAN and Zan Diamond have merged respective agencies to form Diamond-Seidman Co. at 475 Fifth Ave., New York. Telephone is MUrray Hill 3-4350.

(*Continued on page 54*)

LOCAL BRIDE

She's a lucky girl to be born in Central California. Her father is a farmer with an average income of $8797 *per year* and her husband is probably in about the same position. To make her happiness complete, she enjoys the very best radio reception from the *Beeline*.

The *Beeline* Area covers 41 primary counties in *Central California and Western Nevada* — ranks in population with Los Angeles and greatly exceeds San Francisco in retail sales.

WHAT IS *The Beeline*

Not a regional network but a group of long-established key stations, each the favorite in its community . . . combined* on a new basis for National spot business.

**See McClatchy Beeline rate listing first under California in Standard Rate and Data*

McClatchy Broadcasting Company
Sacramento, California

Paul H. RAYMER CO. National Representative

WING
Dayton, Ohio
Basic Blue WING is DAYTON'S No. 1 Choice of Merchants Using Radio
WEED & CO National Representatives

DID YOU-ALL SAY, "BOOM MARKET?"

No indeed! The Savannah Seaboard Market has long had such steady, stable industries as the world's largest kraft paper plant, one of the nation's large sugar refineries and scores of other permanent, prosperous manufacturing plants. These giant industries will continue to pour millions of dollars of payroll money into the pockets of Savannah workers each month, now, and long after the war is over.

Not that the war hasn't added to our population and wealth! Three shipyards, 25,000 new workers, and six military centers are now part of the vigorous Savannah Seaboard Market. Added emphasis to our contention that no advertiser should neglect this thriving center of opportunity.

WSAV "THE VOICE OF SAVANNAH"

LIBERTY NATIONAL BANK BUILDING • SAVANNAH, GEORGIA

HARBEN DANIEL
General Manager

GEO. P. HOLLINGBERY CO.
National Representative

Selling the New Savannah Seaboard Market

Durham

North Carolina's third largest city. City and county are compact and easily sold as one unit. Durham County, 1940 U. S. Census—80,244.

Tobacco

Big chunk of Durham's $23 million industrial payroll goes to tobacco workers. Durham makes 25% of all the cigarettes made in U. S. It's truly the tobacco.

Center

Of the world. And what an inexpensive market to reach. You can dominate at 250 watt rates. Don't cuss the cigarette shortage. Cash in by scheduling

WDNC

OWNED BY
DURHAM HERALD-SUN
PAPERS

Represented by Howard H. Wilson Co.

MARY FILLIUS, copy writer of Grey Adv., New York, has joined Doherty, Clifford & Shenfield, New York.

W. F. LOCHRIDGE, Chicago vice-president of J. Walter Thompson Co., and executive on Kraft Cheese Co. account, and J. H. Platt, firm's advertising manager, are conferring with Los Angeles and San Francisco agency executives following start of NBC *Kraft Music Hall* fall season. Norman Blackburn, executive in charge of J. Walter Thompson Co., Hollywood office, has returned after five weeks in New York and Chicago.

EDWARD J. ROSENWALD has joined Blow Co., New York, as account executive. He has served for a number of years as advertising manager of Plough Inc., Memphis, one of the major spot radio advertisers for drug and cosmetic products, and which has purchased WMPS Memphis.

MARIANNE CASSAR, formerly in the research department of the Pan-American Airlines, has joined Doherty, Clifford & Shenfield, New York, as supervisor of market research.

FRED R. SWANSON, formerly with Maxon Inc., Chicago, has joined MacDonald-Cook Co. and will manage their newly organized production department in Chicago. Jean Craig, previously with J. Walter Thompson Co., Chicago, has joined the agency as production assistant.

Breweries Sponsor

NEW transcribed quarter hour show produced by Frederic W. Ziv Co. available for local and regional sponsorship, Pleasure Parade has been scheduled by the following breweries: Brewing Corp. of America (via Lang, Fisher & Stashower) on WMRN Marion, O.; WSTV Steubenville; WMAN Mansfield; WBTA Batavia, N. Y.; WHDL Allegany; WSLB Ogdenburg; WKWK Wheeling; Griesedieck Beer (via Ruthrauff & Ryan) KMOX St. Louis; Progress Brewing Co. (via Geo. Knox Agency) KVOO Tulsa, WKY Oklahoma City; Latrobe Brewing Co. (via Wiltman & Pratt) WCAE Pittsburgh; Falls City Brewing Co. (via Anfenger Advertising Agency) WIRE Indianapolis.

Lt. Miller Assigned

LT. BEN MILLER, former writer-producer with Young & Rubicam, New York, has joined the Army Service Forces Group, Radio Branch, in the same capacity, handling production on *Your Army Service Forces, Service to the Front*, and assisting on ASF material for the *Army Hour*. He will also assist Maj. Andre Baruch, head of the ASF placement section. Lt. Miller enlisted in 1942 as a private and in 1943 was sent to Officer Candidate School. After he received his commission as lieutenant he was sent to the Quartermaster School at Camp Lee, as orientation officer until he was requested for his present assignment at the War Dept.

Marines Fete

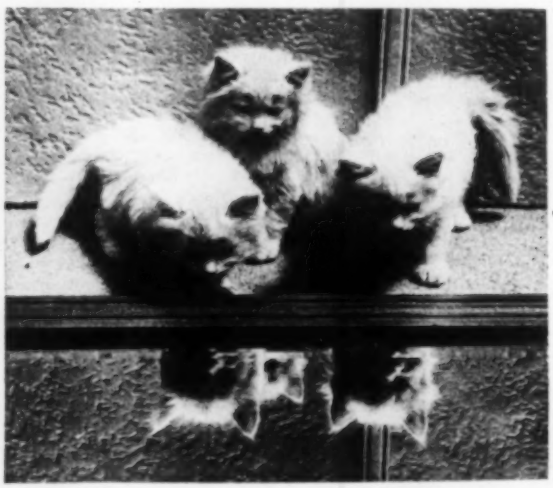
IN CELEBRATION of the 169th anniversary of the founding of the U. S. Marine Corps, NBC on Nov. 10 broadcast a special program of Admr. Chester W. Nimitz paying tribute to Marines in the Pacific war. Admr. Nimitz broadcast from headquarters, Pearl Harbor. He was followed on the air by Maj. Gen. Henry L. Larson, USMC, speaking from Guam. On the No. 9 *March of Time*, heard in the Pacific on the 10th, Marine Commandant Gen. Archibald Vandegrift spoke to Marines at home and overseas in honor of the anniversary. The message was beamed to service units in the Central, South and Southwest Pacific and the Philippines through shortwave facilities of the Armed Forces Radio Service.

SECOND anniversary party, in studios of WIOD Miami, of the sponsorship of *The Crusader Kids* on WIOD by Knight Bros. Paper Co., Miami featured a big cake, enjoyed by 100 guests. Center of attention was John L. Woods (seated) vice-president and general manager of Knight Bros., and James M. LeGate, WIOD manager.

IN FOREIGN TONGUE
World Series Re-created In French and Spanish

PLAY-BY-PLAY accounts of the 1944 World Series, sponsored by the Gillette Safety Razor Co., reached French-speaking Canadians and Spanish-speaking Cubans in their own languages by means of a re-creation broadcast which had all the reality of an original.

Using a studio microphone at CBC Montreal, Roger Baulu, French network announcer, broadcast the description of the game supplied to him in French by Charlie Mayer, sports editor of *Le Petit Journal*, speaking from another room. Mayer received the story in English direct from Sportsman's Park in St. Louis and immediately translated it into French before passing it on to Baulu. Sitting next to Baulu and wearing earphones was Jeff Davis of the CBC English-speaking staff, who by means of score cards and specially prepared charts of the baseball diamond gave the announcer a constant, diagramatic picture of the scene. A sound effects man, also listening by earphone, dubbed in the sound effects. Rene Canizares, of Havana, broadcast the game via shortwave to Cuba.



3 Is The Winning Combination!

Buying spots in Hartford? Get WDRC's winning combination of coverage, programs and rate! Connect in Connecticut by using WDRC!

WDRC

HARTFORD 4 CONNECTICUT

BASIC CBS
Connecticut's Pioneer Broadcaster

5000 WATTS • DAY AND NIGHT

WJW 850

The Blue horizon in Northeastern Ohio, for advertisers with vision.

BASIC BLUE FOR CLEVELAND

Represented Nationally by HEADLEY-REED CO.

NEWS FOR ALABAMA . . .

. . . edited for Alabama by Alabama's only radio news editor

IT'S natural for Alabama listeners to expect — and get — from Alabama's oldest, best-established station the most complete news service on their dials. For WAPI, with the only radio news editor in the state, provides a coverage of local, rural, national and war news unequalled by any other station serving this important industrial and agricultural region of the South.

John McCune—14 years a reporter and editor, former correspondent for "Time" and "Life"—is the mainspring of WAPI's news staff. Listeners find that McCune, through his skillful editing of latest dispatches from United Press wires, knows exactly how they like their news prepared and broadcast.

WAPI's own extensive news activities (including special programs for women, sports fans and rural listeners) are supplemented by the alert network news coverage of the Columbia Broadcasting System. The full facilities of CBS World News, with its CBS correspondents around the globe, keep WAPI audiences constantly informed of every late development.

News coverage is only one of the many ways that the "Voice of Alabama" has built its enviable reputation as *the* radio station of Birmingham. Twenty-two years of serving Alabamians with information, entertainment, education, public service and unceasing friendliness have enlarged that reputation to strong and profitable dimensions.

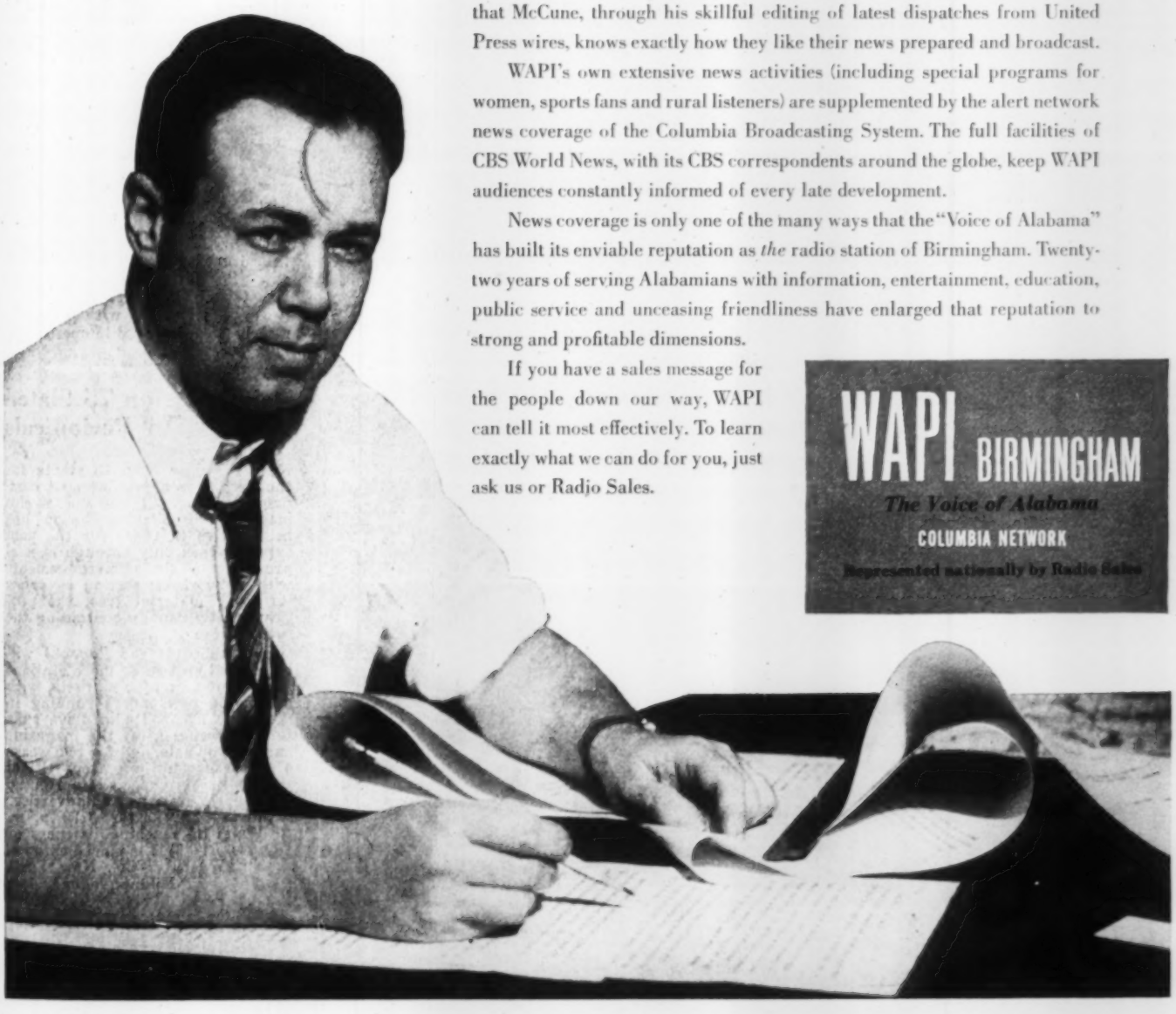
If you have a sales message for the people down our way, WAPI can tell it most effectively. To learn exactly what we can do for you, just ask us or Radio Sales.

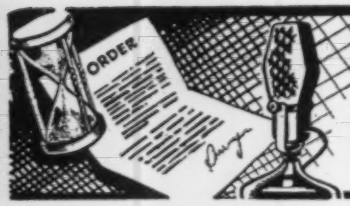
WAPI BIRMINGHAM

The Voice of Alabama

COLUMBIA NETWORK

Represented nationally by Radio Sales





THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

KTSA San Antonio

Dr. L. D. LeGear Medicine Co., St. Louis, 3 *sp* weekly, 26 weeks, thru Simmonds & Simmonds, Chicago.
National Oats Co., Cedar Rapids (oats), 5 *ta* weekly, thru L. W. Ramsey Adv., Davenport, Ia.
Bendix Home Appliances, South Bend (home laundry), 6 *ta* weekly, thru Ruthrauff & Ryan, Chicago.
American Poultry Journal, Chicago, 3 *sp* weekly, 52 weeks, thru Simmonds & Simmonds, Chicago.
Ex-Lax Inc., Brooklyn, 3 *ta* weekly, thru Joseph Katz Co., N. Y.
Hylo Co., Houston, *sp* weekly, 52 weeks, thru Franke-Wilkinson-Schiwetz, Houston.
Carter Products Inc., New York (Arrid deoderant), 4 *ta* weekly, thru Small & Seiffer, N. Y.
Marlin Firearms Co., New York (Marlin Blades), *ta* weekly, thru Craven & Hedrick Adv., N. Y.
Sterling Drug Co., Monticello (Dr. Caldwell's Laxative), 5 *ta* weekly, thru Sherman & Marquette, Chicago.

KYW Philadelphia

Arvey Corp., Chicago (R-V Lite), 3 *t* weekly, thru First United Broadcasters, Chicago.
Bell Telephone Co. of Philadelphia, Philadelphia, 7 *ta* weekly, 13 weeks, thru Gray & Rogers, Philadelphia.
Conformal Footwear Division of International Shoe Co., St. Louis, *sa* weekly, 26 weeks, thru Guilford Adv., St. Louis.
B-C Remedy Co., Durham, N. C. (Headache Powder), 6 *sa* weekly, 52 weeks thru Harvery-Massengale, Durham, N. C.
Procter & Gamble Co., Cincinnati (Duz), 26 weeks, thru Compton Adv., N. Y.
American Home Products, Chicago (Cold Tablets & Kolynos Toothpaste), 6 *sp* weekly, 13 weeks, thru Dancer-Fitzgerald-Sample, Chicago.

WHN New York

John Eichler Brewing Co., New York (beer), 2-4 *sp* weekly, thru Geare-Marston, N. Y.
Gillette Safety Razor Corp., Boston (blades), *sp* weekly, 52 weeks, thru Maxon Inc., N. Y.

WHO Des Moines

Casite Corp., Hastings, Mich. (Casite), 3 *ta* weekly, thru Keeling & Co., Indianapolis.
Gospel Broadcasting Corp., Los Angeles, *t* weekly, 52 weeks, thru R. H. Alber & Co., Los Angeles.
Consolidated Products, Danville, Ill. (Semi-solid "E" Emulsion), 3 *sp* weekly, 52 weeks, thru Bert S. Gittins Adv., Milwaukee.
Cargill Inc., Minneapolis (feeds), 3 *sa* weekly, 52 weeks, thru Olmstead & Foley, Minneapolis.
Oyster Shell Products Co., New York, 2 *ta* weekly, thru Cecil & Presbrey, N. Y.
Schulze & Burch Biscuit Co., Chicago (S & B crackers), 2 *sp* weekly, 52 weeks, thru McJunkin Adv. Co., Chicago.
Vio Bin Corp., Monticello (Rex Oil), 3 *sa* weekly, thru Rogers & Smith, Chicago.
Scholl Mfg. Co., Cnicago (Zino Pads, foot powder), 6 *ta* weekly, 26 weeks, thru Donahue & Coe, N. Y.

CKEY Toronto

Standard Fules & Milnes Coal Co., Toronto, 3 *ne* daily, thru Frontenac Broadcasting Co., Toronto.
Parker's Dye Works, Toronto (chain stores), 6 *t* weekly, thru Walsh Adv. Co., Toronto.
Canadian Silk Products Co., Montreal (silk hosiery), 3 *ta* weekly, thru Ronads Adv. Agency, Montreal.
Lantigen Laboratories, Toronto (proprietary), 110 *ta*, thru Harry E. Foster Agencies, Toronto.
Christie Cleaners, Toronto (dry-cleaning), 156 *sa*, thru Frontenac Broadcasting Co., Toronto.
W. K. Buckley Ltd. (cough syrup), 26 *t*, thru Walsh Adv. Co., Toronto.

WABC New York

Arnold & Aborn, New York (Colombia Mara & Mocha Coffee), 2 *sa* weekly, thru Samuel C. Croot Co., N.Y.
Bendix Home Appliances Inc., South Bend, Ind. (appliances), 5 *sa*, thru Ruthrauff & Ryan, Chicago.
D'Arrigo Bros. Co., Boston (Andy Boy Broccoli & Celery), 2 *ta* weekly, thru Chambers & Wiswell, Boston.
Monticello Drug Co., Jacksonville (666 preparation), 3 *sa* weekly, direct.
Quaker Oats Co., Chicago (Aunt Jemima Pancake Flour), 6 *sa* weekly, thru Sherman K. Ellis & Co., N. Y.

WMAQ Chicago

Maryland Pharmaceutical Co., Baltimore, 11 *sa* weekly, 26 weeks, thru Joseph Katz Agency, N. Y.
Westinghouse Electric & Manufacturing Co., Pittsburgh (lamp bulbs), 7 *sa* weekly, 13 weeks, thru Fuller & Smith & Ross, N. Y.

WJZ New York

K. Arakelian Inc., Long Island City (Mission Bell Wine), 6 *ta* weekly, 52 weeks, thru M. J. Jacobs Adv., N. Y.
I. J. Fox, New York (furs), 2 *ta* weekly, 13 weeks, thru Diener & Dorskind, N. Y.
Innersight Lenses, New York (contact lenses), 2 *sa* weekly, 13 weeks, thru Sternfield-Godley, N. Y.
N. Y. Journal-American, N. Y., 21 *sa* weekly, thru Feigenbaum Adv., Philadelphia.
N. Y. Telephone Co., New York (institutional), 5 *sa* weekly, 13 weeks, thru BBDO, N. Y.
Paramount Pictures, New York, weekly *ta-sa*, 52 weeks, thru Buchanan & Co., N. Y.
S. A. Schonbrunn Co., New York (Savarin Coffee), 5 *ta* weekly, 52 weeks, thru Roy S. Durstine, N. Y.
Marlin Firearms Co., New Haven, Conn. (Marlin razor blades), 3 *sa* weekly, thru Craven & Hedrick, N. Y.
Omega Chemical Co., Jersey City, N. J. (Omega Oil), 2 *sa* weekly, 26 weeks, thru Cecil & Presbrey, N. Y.
Raytheon Mfg. Co., Newton, Mass. (tubes), 15 *sa* weekly, thru Hirshon-Garfield, N. Y.
United Drug Co., Boston, Mass. (Rexall 1c sales), 4 *t*, thru N. W. Ayer & Son, N. Y.
Esquire Inc., Chicago (November *Coronet*), 9 *ta-sa*, thru Schwimmer & Scott, Chicago.

KQW San Francisco

Sunlite Bakery, San Jose, Cal. (bread), 5 *sp* weekly, 52 weeks, thru W. E. Long Co., N. Y.
Kahn's, Oakland, Cal. (dept. store), 2 *sa* weekly, thru Emil Reinhardt Adv. Agency, Oakland.
O-Cedar Corp., Chicago (O-Cedar), 8 *sa* weekly, 13 weeks, thru Aubrey, Moore & Wallace, Chicago.
Scudder Food Products (potato chips), 2 *sa* weekly, 52 weeks, thru Davis & Beaven, Los Angeles.
Beechnut Packing Co., New York (gum), *sa* weekly, 13 weeks, thru Newell-Emmett Co., N. Y.
Sky Ranch, Reno, Nev. (resort), 5 *sa* weekly, direct.
Sierra Candy Co., San Francisco (candy), weekly, 52 weeks, thru Robt. B. Young Adv. Agency, San Francisco.
Wilco Corp., Los Angeles (Clearex), 4 *sa* weekly, thru Robinson Adv. Agency, Los Angeles.
Parrott & Co., San Francisco (Simi wine), 3 *sa* weekly, 52 weeks, thru Blum's Adv. Agency, San Francisco.

KHJ Hollywood

Carter Products, New York (Arrid), 6 *ta* weekly, 52 weeks, thru Small & Seiffer, N. Y.

GE News Program On College Net

Option Plan Permits Program Expansion on New Outlets

GENERAL ELECTRIC Co., Schenectady, has bought time on 14 college FM stations affiliated with the Intercollegiate Broadcasting System under IBS' postwar option plan which enables advertisers to take on option on the same times and programs on all new member stations as they become available. According to Louis M. Bloch Jr., IBS business manager, nearly all major colleges, have indicated their interest in constructing stations as soon as equipment is available.

G-E's contract, placed direct, calls for a five-minute daily *Campus News* period, five-times weekly on stations, at Harvard, Yale, Cornell, Alabama, Columbia, Brown, Williams, Wesleyan, Haverford, Bryn Mawr, Union, Stephens, Radcliffe.

Cosmetic Buyer

Another advertiser to buy time under the option plan, Helena Rubenstein, New York (beauty preparations), has contracted for minute spots 10 times weekly on all available women's college and coeducational college stations, totaling seven outlets in all. Business placed through Advertising House, New York.

Originally financed by undergraduates, IBS reports that the operation of the individual stations now totaling 22 and of the national office in New York is now maintained entirely by advertising revenue. Station personnel is divided into technical, program and business departments with approximately 2,500 engaged in operations.

Paid Spots on 75 Slated By Hillman Periodicals

HILLMAN PERIODICALS Inc., New York, on Nov. 15 starts for the first time a regular spot campaign for *Pageant*, new pocket size magazine. Publishing house has been active in radio for the past several years only through special promotional tie-in arrangements with network or station to carry its story material free, the program's title usually containing the name of the publication.

Spot schedule for *Pageant* will be carried on two or more stations in each of 25 major markets, with ads in 64 newspapers running in the same areas. Radio drive runs for two weeks after the magazine has gone on sale, and for two weeks of each month thereafter. Final station list is expected to run up to about 75 stations and advertiser is buying only after 5:30 p. m. with aim of reaching listeners of all ages. Business is placed through Erwin, Wasey & Co., New York, appointed as Hillman agency last summer.

WSPD Toledo is again airing the weekly *Town Hall* lecture series. Guests to date include Ethel Barrymore Colt and the writer and critic, Norman Cousins.

WHY PORTLAND, OREGON PEOPLE PREFER KGW

Day Foster of KGW staff goes over "Schools at War" script with two high school stars. Center — Producers Don Green, Mel Bailey, Gordon Bambrick and Engineer Earl Peterson feeding a school broadcast to KBPS; below—Larry Smith, NBC news expert, talks to Franklin High students on KGW sponsored visit.

WILLARD B. SPALDING

SUPERINTENDENT PORTLAND SCHOOLS

SAYS... "Radio has provided us with a means of communication, immediate and universal. The scope of its influence has recommended its use in the schools. Every day at 11:15, a program prepared and produced by the KGW staff is broadcast to the schoolrooms over KBPS, official school radio station, highlighting history, science and so on. And the KGW program 'Schools at War' produced at the schools with supplemental talent from the boys and girls themselves, has been a real aid towards the bond buying record established by Portland students."

THE STATION WITH EAR APPEAL

KGW

PORTLAND, OREGON

REPRESENTED NATIONALLY BY EDWARD PETRY & CO. INC.

NOTICE

You cannot cover the tremendous New York market without using WBNX, because . . .

WBNX reaches

2,450,000 Jewish speaking persons

1,523,000 Italian speaking persons

1,235,000 German speaking persons

660,000 Polish speaking persons

STRENGTHEN your present New York schedules with WBNX. Our program department will assist you in the translation of your copy.

WBNX

5000 WATTS DIRECTIONAL OVER NEW YORK

America's Leading Foreign Language Station

Blue Conducts Experiments to Raise Quality of Public Service Programs

TAKING a positive attitude toward public service programs, the Blue Network is experimenting with new forms of presentation intended to enliven them.

Explaining the action, Chester J. LaRoche, vice-chairman of the network's board, said, "We believe that public service programs can be produced and presented with the same high skill of public appeal that heretofore has characterized generally programs of a dramatized and variety nature"; secondly, we believe that these informational programs should be presented at a time when most people are able to listen to them and not, as has too frequently been the case, relegated to obscure periods in the broadcast schedule."

First major step towards this was the New York Herald Tribune Forum last month. The Blue, in cooperation with its advertisers and affiliates, cancelled an hour of commercial programs on each of the Forum's three evenings, but not just to pick up whatever speakers happened to be on. Adrian Samish, national production manager, with the cooperation of Mrs. Ogden Reid, vice-president of the *Herald Tribune* and originator of the forums, arranged to coincide the most interesting parts of the meeting with the broadcast and to present them.

Each broadcast opened with an introduction by John B. Kennedy, Blue commentator, discussing the program to come, its meaning and its importance. At the conclusion of the period, he digested and summarized the speeches delivered and the points made. The broadcast was as much a radio program as any commercial show, with the listener given the feeling that it was put on for his benefit and not that he was merely eavesdropping at someone else's party.

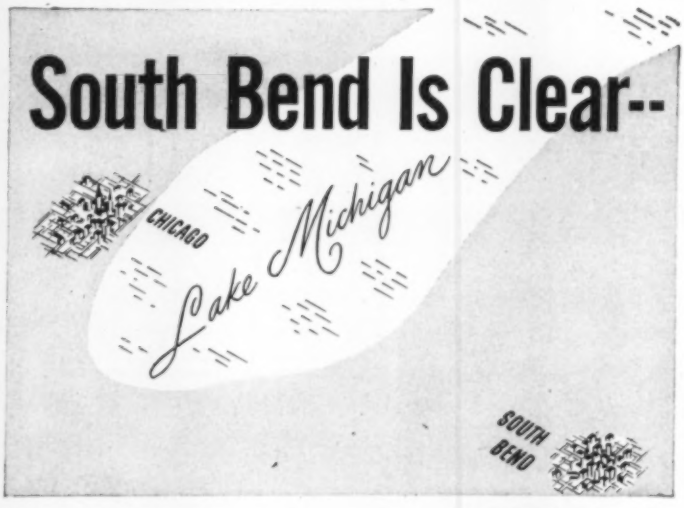
"Because of this new treatment," said Mr. LaRoche, "we consider the entire program series was a test to determine whether or not the Blue's policy was correct. The reactions from our stations, from government officials, from the general public and from important civic organizations is evidence that there is a need for this new treatment of public service features."

CIO 'NEWS' HINTS UNION OWNED RADIO

DESPITE assertions by Sidney Hillman, chairman of the CIO Political Action Committee, that the CIO-PAC had no plans to enter broadcasting through the FM field [BROADCASTING, Nov. 6], the Nov. 6 issue of the *CIO News* calls upon its unions to get into radio in an article captioned "The Mike's Yours for the Asking! What's Your Union Done About It?"

An FCC report discloses, the *News* said, that "most of the big shots who control the currently popular form of AM broadcasting are jumping with both feet into the FM field." The article pointed up television and facsimile expansions as proposed during the FCC allocation hearings and commented: "The opportunities pictured by the industry are available to all. Labor unions and other progressive organizations can get into the field. And if they want a break in broadcasting, they'll have to make it for themselves."

Speaking a fortnight ago before the National Press Club in Washington, Mr. Hillman had asserted that the CIO-PAC had no "program" to go into radio, although he added that on the basis of the "misinformation" on the air, "something ought to be done."



--across Lake Michigan (and then some) from Chicago

You can dominate the South Bend area only by using WSBT and in no other way.

The latest Hooper rating proves this fact. It shows that nearly half of all the radio listeners—morning, noon and night—in South Bend use WSBT. In addition to South Bend, WSBT goes into 27 Indiana and Michigan counties, with 33 towns of more than 2,500 people, having a total of 243,000 radio homes. Remember, this great audience can be adequately reached only by using WSBT.

An affiliate of the Columbia Network, WSBT is a pioneer station 22 years old—and its FM station has already been operating a year and a half. WSBT is a 1,000 watt station at 960.

Columbia Network

WSBT SOUTH BEND

PAUL H. RAYMER CO.
National Representatives

Abdul Khabul and the Bulbuls

In the city of Bagdad-on-the-Cuyahoga, which is called Cleveland, there lived one Abdul, a vendor of talking and singing birds. Day long, his shop was a-twitter with the voices of talking mynas and sweet-singing bulbuls. The only thing lacking unto Abdul was customers.

To Abdul, this was the most perplexing of sorrows. For, verily, his store was filled with wondrous and desirable birds . . . with mynas who could recite whole suras from The Koran . . . with silver-tongued bulbuls—among them his pet, Butch, who whistled the Muezzin's call to prayer with a boogie beat. Yet there were no buyers.

Then, upon a day there spake unto him a neighboring merchant, saying, "Abdul, old drip, get hep! Put your talking and singing birds on the air—over WHK—and you'll be in the bucks. *WHK sells everything else in town* . . . why not birds? And thus began the days of lush prosperity for Abdul.

Because this station does sell goods

WHK

is

"RETAILERS' CHOICE IN CLEVELAND"

Represented by Paul H. Raymer Co.

United Broadcasting Co., Operators of WHK-WCLE, Cleveland; WHKC, Columbus

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
DEDICATED TO THE
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg. DI. 1205
Washington, D. C.

PAUL GODLEY CO.
CONSULTING RADIO ENGINEERS
MONTCLAIR, N. J.
MO 2-7859

HECTOR R. SKIFTER
H. R. SKIFTER DONALD M. MILLER
CONSULTING RADIO ENGINEERS
ENGINEERING SERVICES
AVAILABLE AFTER VICTORY

GEORGE C. DAVIS
Consulting Radio Engineer
Munsey Bldg. District 8456
Washington, D. C.

Commercial Radio Equip. Co.
Radio Engineering Consultants
Frequency Monitoring
- Evening Star Building, Washington, D. C.
- 321 E. Gregory Boulevard, Kansas City, Mo.
- Cross Roads of the World, Hollywood, Calif.

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—AND DAY
R.C.A. Communications, Inc.
66 Broad St., New York 4, N. Y.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington 4, D. C.
Telephone NAtional 7757

RAYMOND M. WILMOTTE
CONSULTING RADIO ENGINEER
From FCC Application to Complete Installation of Equipment
1469 Church St., N.W., Washington 5, D. C.

WOODWARD & KEEL
CONSULTING RADIO ENGINEERS
Earle Bldg. • NAtional 6513
Washington 4, D. C.

PAUL A. deMARS
Consulting Electrical Engineer
"Pioneer in FM"
1900 F St., N. W.—Washington, D. C.
Phone: Metropolitan 0540

LOHNES & CULVER
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Consulting Radio Engineers
Shoreham Bldg. ME. 4477
Washington, D. C.

MAY, BOND & ROTHROCK
CONSULTING RADIO ENGINEERS
AM FM TELEVISION FACSIMILE
National Press Bldg. Wash. 4, D. C.
District 7362 • Glebe 5880

WORTHINGTON C. LENT
Consulting Engineers
INTERNATIONAL BLDG. WASH., D. C.
1319 F STREET N. W. DISTRICT 4127

TWO WEEKS NOTICE REQUIRED FOR CHANGE OF ADDRESS
BROADCASTING MAGAZINE

NABET Asks AFM Ouster

(*Continued from page 14*)

added. Mr. Padway replied there is "a deep economic problem" involved. He said musicians were trying to prevent destruction of their jobs by mechanical devices, citing Muzak as an example. He said there are stations which broadcast 100% of their musical programs by records alone; sound movies threw 18,000 musicians out of jobs.

From the engineer's standpoint, he admitted, it would be better to have the turntable in the control booth. But the question is whether the musicians have a right to that work, he said.

Questioned by Dr. Millis, he said this case came before NLRB as the result of agreements by the networks to permit AFM members to operate turntables at all their owned stations, and declared the AFM "has never threatened" the nets.

AFM Learned from Films

Questioned further, he said the musical craft has stood still in the last 20 years while other industries have had great expansion.

He said the AFM "learned its lesson" from the film situation and that the AFM "can't buck the mechanical situation". He said the AFM feels it has a right to participate in the profits of industries which affect the employment of musicians.

Mr. Padway offered to take a national election including the musicians to determine who should do the work. "Why not take the election just among those who do the work? That's the way we always do it", asked Dr. Millis. Mr. Padway replied that every musician is a "potential" platter turner. He said that platter turning is a classification of Chicago musicians under the same group which include trombone, clarinet or other instrument players.

Mr. Katz said the Chicago AFM local has only insisted that all musical devices which displace musicians be under the jurisdiction of musicians. He said William Green gave the musicians this jurisdiction.

"We musicians are not interested in the engineering functions", he said.

Questioned by Mr. Houston, he said the AFM has entered into an agreement with the IBEW to obtain platter-turning work, reserving the technical phases of sound integration to the engineers. He took issue with Mr. O'Donoghue's contention that NABET developed the turntable industry.

Mr. O'Donoghue said the work of the turntables cannot be segregated. He said sound distortions are adjusted by the engineer, not the musician at the turntable.

As the hearing closed, Mr. O'Donoghue said he did not come before the Board to argue economics and he urged the Board to read the War Labor Board panel report in the recording case which, he said, would "explode the myth" of unemployment among musicians.

"Yes, read the report", Mr. Padway countered.

All CBS Outlets Listed For Army-Navy Contest

GILLETTE Safety Razor Corp., Boston, which announced several weeks ago it had secured broadcast rights to the Army-Navy football game Dec. 2, has ordered the full CBS network of 142 U. S. stations plus outlets in Hawaii for the period beginning at 1:45 p.m. Game will be covered exclusively on CBS, with Ted Husing and Jimmy Dolan handling play-by-play and color respectively.

Play-by-play will be transmitted simultaneously by the Armed Forces Radio Service via six or more shortwave stations, with Sgt. Joe Hasel stationed in the East, and Sgt. Bill Grundidge in the West to fill in as commercials are cut out. Description will be picked up and rebroadcast on the Armed Forces Network by such units as the 7th Army Mobile Transmitter in Italy and the 5th Army Transmitter in France, and in some cases put on free telephone lines reaching into the front lines. Agency is Macon Inc., New York.

Half-a-Million Businessmen

Will Read This Advertisement in:

Women's Wear Daily
Men's Wear
Retailing Home Furnishings
The Jewelers' Circular-Keystone
Chain Store Age (Druggists)
Chain Store Age (Grocers)
Modern Brewery Age
Bakers' Weekly
Bakers' Helper
National Carbonator & Bottler
The Milk Dealer
Ice Cream Review
Radio Daily
Broadcasting

THEY'VE BEEN THERE!

These World-Famous Reporters Can Broadcast for You—Locally

Baukhage! Martin Agronsky! Walter Kiernan! Names to conjure with, as history is on the march around the world! For these are men who have been to world capitals and have spoken to the world's great leaders. Imagine how the authority of their voices can add to the sale of your products, or services—right in your own area.

Here's how it works: The Blue Network broadcasts coast-to-coast. At the opening, in the middle and at the close of each Co-operative Program—the announcer at *your* Blue Station identifies the program as *yours* and does *your* selling. Result—your audience hears you sponsoring a major Blue Network Program and hears your substantial selling story told against this important background. The cost is low—you pay only your own local share.

Hundreds of prominent local advertisers have successfully used Blue Network Co-operative Programs. We will gladly furnish you with the names, so you can personally check with them on their success with Blue Network Co-operative Programs.

For all information ask any Blue Network Radio Station, or the Co-operative Program Division of

The Blue Network

30 ROCKEFELLER PLAZA, NEW YORK, N. Y.

AMERICAN BROADCASTING SYSTEM, INC.

QUICK FACTS ABOUT BLUE NETWORK CO-OPERATIVE PROGRAMS

BAUKHAGE TALKING: Direct from Washington. Baukhage gets his news from men who make it, is in daily touch with the White House, Cabinet Members, congressional leaders, etc. Broadcasts Midday, Monday through Friday, 15 minutes.

KIERNAN'S NEWS CORNER: Direct from New York. One of the outstanding human interest reporters of our time. Broadcasts early afternoon, Monday through Friday, 15 minutes.

MARTIN AGRONSKY: Direct from Washington. Famous News Analyst, who has broadcast from hot spots all over the world. Early morning, Monday through Saturday, 15 minutes.

. . . AND THESE 2 OTHER TOP-NOTCH NETWORK PROGRAMS

THE MYSTERY CHEF: Direct from New York. Largest audience of any cooking expert in America. A great store traffic builder. Daytime, Monday through Friday, 15 minutes.

DICK TRACY: Famous juvenile adventure series. Late afternoon. Monday through Friday, 15 minutes.

Hon. R. Grahl
Wm. Esty & Co.
New York, N. Y.
Dear Dick:
Honestly I've been so darn busy keeping this place in order and looking neat that I haven't had time to think about what I should write you. At first I intended to tell you about how there are 7 department stores in Charleston using radio, and how 5 of them used WCHS exclusively. They are all smart buyers, so our boys say, and I guess I could make a good story out of it. But as I said, I've got so darn much work piling up on me that I guess I'll have to let that story go. Course if you want to you can ask any Branham man. He knows the story as well as I do.
Regards,
Yours,
Algy

The W. Va. Network

WCHS Charleston
WSAZ Huntington
WPAR Parkersburg
WBLK Clarksburg

FCC Clears the Decks

(Continued From Page 13)

a consultant, which he probably could undertake while engaged in private law practice. His yen for participation in the world communications picture is more than hearsay.

Since the elections, apparently no wheel has turned on filling of the two FCC vacancies. The same roster of names is mentioned, headed by Mr. Porter. If there is a lapse in the appointments, observers expect Paul A. Walker, charter Democratic member of the FCC, to be named acting chairman.

Fly's Practice Plans

Commissioner Clifford J. Durr, whose slants on commercial radio have hardly won universal favor in radio circles, appears no longer to be an avowed candidate for the chairmanship. There has been mention of his possible appointment to a war post in connection with surplus commodities by virtue of his background under Jesse Jones with the Defense Plant Corp.

Whether Mr. Fly will specialize in communications law was unanswered last week. Those close to him thought he might take retainers from companies identified with communications and radio and actually practicing other phases of law, such as taxation and utility law. He has a standing offer from William B. Benton, former head of Benton & Bowles and now vice-president of the U. of Chicago, chairman of Encyclopedia Britannica, and owner of the common stock of Muzak and Associated Music Publishers, to represent that firm or become an official. It is presumed he will become a director of Muzak Corp., now serving recorded music by wire line to restaurants, hotels and public places, but which aspires to "subscriber radio" service via FM frequencies on a nationwide basis.

The FCC actions last week wiped off the books a number of knotty cases in which Mr. Fly had evinced interest. Grants of the two new stations in Sacramento was in keeping with the Fly philosophy of a sufficient number of outlets in each substantial market to accommodate all four national networks. The Harrisburg grant, to pave the way for a Blue outlet, was in the same category.

WOKO Case a Rarity

The WOKO proposed refusal to renew license is a rarity in FCC annals. In its decision, in which Commissioner Case did not participate, the FCC said:

> From a consideration of all the material facts found in the record of this hearing, the Commission has concluded that the applicant cannot be entrusted with the responsibilities of a license. The Commission, therefore, finds that a grant of the application for renewal of license for the operation of WOKO by the applicant corporation would not serve public interest, convenience, or necessity and therefore should be denied.

Under Commission procedure, oral arguments in opposition to the proposed WOKO denial are in order. More than likely, moveover, an appeal to the Federal courts will be taken should the FCC affirm its tentative decision.

The WOKO case went before the FCC in formal hearings in July 1943, at which time Harold E. Smith, general manager and 25½% owner, testified regarding Mr. Pickard's ownership through Mr. Phelps. Mr. Pickard had testified the stock was presented to Mr. Phelps as a gift but that the dividends were received by himself and Mrs. Pickard. Subsequently Mr. Pickard announced sale of his 24% interest in WOKO to Monroe M. Redden, Hendersonville, N. C., for $75,000, subject to FCC approval of the renewal. The balance of WOKO is held by the Albany *Knickerbocker News*, 25%, and Raymond B. Curtis, attorney, of Garrison, N. Y., 25½%.

In the WPAT action, from which Commissioner Walker dissented, the question originally posed was whether control had changed hands without FCC approval. Mr. Flamm, who gained considerable notoriety through his attempt to have rescinded his sale of WMCA to Edward J. Noble in 1940, in September 1942 acquired 49% of WPAT while his attorney, Colin Ives, held 1%. The amount was $50,000 and the acquisition was from Lt. Col. Falknor, who shortly will take over management of KMOX St. Louis, and Rex Schepp, manager of WIRE Indianapolis.

Transfer of Control

The Commission said the arrangements under which Mr. Flamm acquired 49% and option to purchase the additional 1% constituted a "transfer of control which should have been presented to the Commission for approval prior to the date the arrangements were effected." It added, however, that there had not heretofore been a "definite opinion" construing the transfer section of the law in a situation of this kind.

Mr. Walker said he disagreed with the decision which gives approval to a transfer of this nature after the event. "Section 310 (b)," he added, "contemplates approval in writing, by the Commission prior to the transfer of control of a licensee. There are no mitigating circumstances shown herein."

The KQV transaction, growing out of the FCC's duopoly regulation, was approved by a split vote, with Commissioner Durr dissenting.

Hugh J. Brennen and his family, who also own WJAS, sold the station to Allegheny Broadcasting Corp., owned by four Pittsburgh businessmen in equal 25% blocks, for $575,000. The purchasers are William S. Walker, president, Walker & Downing Adv. Agency; Irwin Wolf, vice-president of Kauffman's department store; Earl F. Reed, attorney; Charles T. Campbell, businessman. KQV operates on 1410 kc with 1,000 w and is a Blue outlet.

Application for the sale of WTAD Quincy, Ill., by W. Emery Lancaster, broadcaster and attorney, to Lee Broadcasting Inc., controlled by Lee Radio Inc., licensee of KGLO Mason City, Ia., and affiliated with newspapers and other stations, for $487,500, was reset for hearing. Overlap with KHMO Hannibal, Mo., affiliated with the same ownership, was the main issue. Commissioners Jett and Wakefield dissented and Commissioner Case was absent. Thus the petition for reconsideration and grant without hearing was denied by the affirmative vote of Commissioners Fly, Walker and Durr.

To end interference resulting to KLRA Little Rock, assigned to 1010 kc, the FCC granted the petition of the daytime only to KWBU Corpus Christi, Tex., ex-Mexican border station, operated by Carr Collins, Crazy Water Crystals Co. head, to shift frequency from 1010 to 1030 kc, the WBZ-WBZA Boston clear channel. A special service authorization for six months was authorized on a conditional basis. Commissioner Durr, who has consistently opposed the KWBU grant, likewise dissented from this transaction. The 50,000 w daytime outlet was the former XEAW Reynosa, Mexico. Mr. Collins' associates include Baylor U. and two sons of Sen. W. Lee O'Daniel.

A 50,000 watt audience at a 250 watt rate

C. E. HOOPER *July - August, 1944*

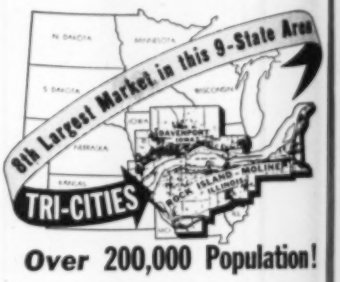
MORNING INDEX MON. THRU FRI. 8:00 – 12:00 A.M.	A	WGRC	B	C
	17.9	25.4	35.1	21.3
AFTERNOON INDEX MON. THRU FRI. 12:00 – 6:00 P.M.	A	WGRC	B	C
	36.1	27.3	22.0	13.8
EVENING INDEX SUN. THRU SAT. 6:00 – 10:00 P.M.	A	WGRC	B	C
	33.7	17.9	35.5	11.6

THE FIGURES TELL OUR STORY
... a real radio buy

WGRC *Mutual*

LOUISVILLE'S TRADING AREA
= 47% OF KENTUCKY'S POPULATION
= 57% OF ITS BUYING POWER

Burn-Smith *National Representatives*



Over 200,000 Population!

Build a demand for your product in the important Tri-Cities market thru WHBF, then watch your sales GROW! For here's a full-size market with a tremendous buying force. Retail sales here last year totaled more than $114 million . . . buying income more than $262 million!* Postwar outlook is excellent, too, because 90% of Tri-Cities' industrial facilities are based on peacetime production.

**Sales Mgt. 1944 Survey*

WHBF
5000 WATTS 1270 KC
BASIC MUTUAL NETWORK
Affiliate: Rock Island ARGUS

Howard H. Wilson Co., Nat'l. Representatives

WFLA

NOW 5000 WATTS-NIGHT

More than 150,000 NEW LISTENERS

Top-ranking NBC programs, plus live local showmanship, made WFLA the most-listened-to-station in the Tampa-St. Petersburg market even when it had night time power of only 1000 watts (5000 watts daytime).

Now, WFLA has 5000 watts night time and daytime. More than 150,000 new listeners have been added to WFLA's night time audience.

"Spots," which did a big job on WFLA before, will do an even bigger job for you now in this rich, war-busy market. A few choice spots are available.

DAY NIGHT 5000 WATTS

WFLA TAMPA NBC

JOHN BLAIR & CO. . . NATIONAL REPRESENTATIVE

WCBM

BALTIMORE'S LISTENING HABIT

The Blue Network Station

JOHN ELMER, President — GEO. H. ROEDER, Gen. Manager

FREE & PETERS, Inc.
Exclusive National Representatives

The Modernaires and
Paula Kelly sing on

PLEASURE PARADE

see page 45

Cover the Rich Lehigh Valley

FCC Sponsor Rule Language Protested by Broadcasters

AAAA to File Objections; Loucks Continues Conferences in Clarification Attempt

PROTESTS over the language of a proposed FCC regulation, based on Sec. 317 of the Communications Act and involving identity of sponsors, have been filed by several broadcasters. The American Assn. of Advertising Agencies plans a similar objection.

Meantime Philip G. Loucks, retained by the NAB as special counsel in the proceedings, will continue a series of conferences with the FCC and other groups in an effort to clarify the language of the proposed regulations [BROADCASTING, Oct. 30, Nov. 6].

'Imposition on Listener'

Deadline for filing briefs and requests for oral argument has been postponed to Nov. 14, on application of the NAB, and oral argument has been set for Nov. 27. Only one broadcaster asked for oral argument.

George Link Jr. of McKercher & Link, New York law firm representing the AAAA, said his client felt that in general where a company name or product is mentined throughout a program, the additional announcement that the program is "paid for" by the sponsoring firm would be an "unnecessary waste of time and an imposition on the listener."

Ed Craney, president of KGIR Butte, Mont., who served as unofficial clerk of the Senate Interstate Commerce Committee during hearings on the White-Wheeler Bill (S-814) last year and who helped Sen. Burton K. Wheeler (D-Mont.), Committee chairman, draft the proposed legislation, can see no reason for the Commission's proposed rule, he advised, because Sec. 317 is "perfectly clear". Mr. Craney opposed specifying that a commercial program is paid for at both the beginning and end because the "law does not indicate that such procedure is necessary".

Four of the Fort Industry Co. stations filed opposition to the proposed rule as it now stands, contending the language is not clear. Wrote George W. Smith, managing director of WWVA Wheeling and executive vice-president of the Fort Industry Co.:

"The proposed rule has merit but the language can be more specific, thereby eliminating future misunderstandings and possible inequalities due to the latitude of interpretation." He suggested that "paid for" be substituted by "provided by" or "sponsored by".

Allen Haid, managing director of WHIZ Zanesville, thinks the rule is sound basically but contends it would, as written, cause repetition of the sponsor's identity in many instances. Mr. Haid, who wants the "valuable consideration" angle cleared up, stated, "We feel that this proposed rule can be made much clearer in content and more easily understandable."

Ralph Elvin, managing director of WLOK Lima, O., also urged "plain language" in the rule and substitution of the phrase "sponsored by" rather than "paid for", since broadcasters and listeners alike know that "sponsored" programs are paid for "in cash or other consideration". Mr. Elvin posed a question with reference to "teaser" spots preceding a commercial program. In some cases sponsors want to build up audiences, particularly for new shows, by using "come on" spots. Forced sponsor identification of such announcements would "take away the element of surprise", he contended.

Stanton P. Kettler, managing director of WMMN Fairmont, W. Va., felt that while such a proposed rule would "better serve the public interest, convenience and necessity", the language should be clarified.

Law Operable

Arthur L. Bright, vice-president of KFPY Spokane, Wash., thinks the law is explicit and operable as it stands and that it's unnecessary for the FCC to "superimpose further order".

Cy King, station director, WEBR Buffalo, N. Y., said "such a rule would be cumbersome". He wanted to know in cases of political committees "of the moment" whether the committee's name, such as the "Hamilton County Citizens League for Sen. So-and-So" is sufficient identification or whether names of all contributing members of such committee must be mentioned.

H. S. Jacobson, general manager of KXL Portland, Ore., believes the rule is not only "unnecessary" but that it goes beyond the law since the Communications Act does not indicate that programs shall be labeled "paid for" at the beginning and end.

Hugh R. Norman, manager of WNBH, New Bedford, Mass., contended such a rule is unnecessary "except for political, religious and controversial issues".

On behalf of the Journal Co., Milwaukee, licensee of WTMJ-WMFM, Hogan & Hartson, Washington law firm, filed a brief contending the proposed rule is "unnecessary, confusing and impractical" and that enforcement of the "paid for" clause would cloud the issue, particularly with reference to sponsors in the case of holding companies such as General Foods, Best Foods, General Motors, Sterling Products, etc.

Sec. 317 of the Act covers all commercially sponsored programs or announcements, the WTMJ counsel argued, but should the FCC adopt a rule, it was recommended that the order "make mandatory the disclosure of the person or organization furnishing or paying for announcements or programs which do not . . . disclose the identity of the person or organization furnishing" them.

Protesting that the proposed rule would place a hardship on small station personnel, be detrimental to good broadcasting "from the listeners' viewpoint" and would result in elimination of many War Bond and other Government messages, N. L. Royster, manager of WOLS Florence, S. C., filed for oral argument. He likened radio to a "newspaper of the air", which should be accorded "all the privileges that any newspaper enjoys".

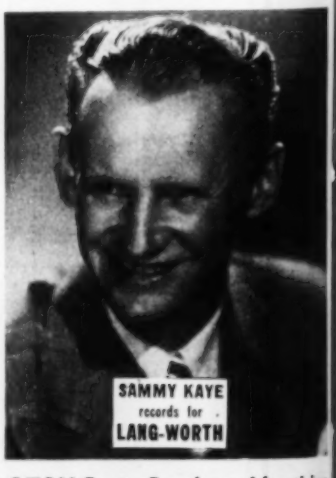
John D. Graves of Arlington, Va., an individual, urged the FCC to supplement the proposed rule with a provision that political broadcasts of five minutes or less be identified at the beginning as to sponsorship.

Florence M. Gardner, general manager of KTFI Twin Falls, Ida., said the "FCC is placing radio stations at a competitive disadvantage to other advertising media and this, in turn, will be conducive to the discouragement of the American system of radio. We feel that a compulsory regulation requiring radio to revive the almost absent lead-in, hitch-hike or cow-catcher is a backward step and a discouraging one," Mrs. Gardner wrote.

KOVERAGE
RESULTS
OUT-DISTANCES COMPETITION
DIVIDENDS FROM ISOLATION

The popular CBS Station
EL PASO, TEXAS

Dorrance Roderick, Owner — Val Lawrence, Mgr.
HOWARD H. WILSON CO., National Reps.



TO FIND OUT WHOM—
THEY NEEDED—ONLY WHOM!

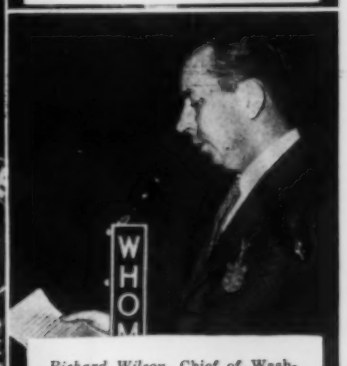
Robert Brownell, Republican National Committee Chairman, Makes Statement that Governor Dewey Will Wait for Later Returns.

Robert Hannegan, Democratic National Committee Chairman, Claims Early Victory for President Roosevelt at the Biltmore Hotel, National Headquarters.

Battery of Political Experts from "Look Magazine", *Morris Weeks* (Left) and *Charles Burns*.

Roscoe Drummond, Chief of Washington Bureau of the "Christian Science Monitor" Gave Hourly Summaries from Boston.

WHOM, Only Independent Station Still "On the Job" when *Governor Dewey* Concedes Defeat at 3:12 A. M. in Roosevelt Hotel Ballroom.



Richard Wilson, Chief of Washington Bureau of the "Des Moines Register and Tribune" at Republican Headquarters.

Jack Paige Describes Tense Expectancy of Times Square Election Night Throngs.

Ron Cochrane, Special News Editor, Saves Time Reporting Direct from Teletype Machines.

Dale Morgan, Special Events Director, Co-ordinates 7½ Hour Show from Washington, Boston, Jersey City, Time Square, Republican & Democratic Headquarters.

In Addition—From Washington WHOM Listeners Heard From Billy Repaid, Walter Compton and Russ Hodges—
In Other Words—*IT WAS COMPLETE COVERAGE!!*

Represented nationally by The Katz Agency

WHOM

A COWLES STATION

New York Studios & Offices:
29 West 57th Street

•

Jersey City Studios:
2866 Hudson Blvd.

No. 1 Station in a No. 1 Market
KOIN
PORTLAND, OREGON
CBS Affiliate
FREE & PETERS - National Representatives

Complete Set of 1939-40-41-42-43-44
IOWA RADIO AUDIENCE SURVEYS
will be sent without charge to advertising agencies or college libraries. You will find these a welcome addition to your library.
Each study contains new information on listening habits of Iowa radio families. 80 sets available. Write to
WHO—
Des Moines 7, Iowa

The CBS Station for a million people in 22 counties of 3 states... the heart of the Textile South.
WSPA 5000 Watts Day 1000 Watts Night 950 kc. CBS
Spartanburg, S. C.
Represented by Hollingbery

Kay Lorraine of "Hit Parade" fame sings on
PLEASURE PARADE
see page 45

Video, Promotion CBS Agenda Topics

Stanton Host to Eight Station Managers in New York

GENERAL managers of eight CBS-owned stations held their regular semi-annual meeting Nov. 9-10 at network headquarters, New York, with CBS vice-president Frank Stanton acting as host.

Station executives attending the meeting included Arthur Hull Hayes, general manager, WABC New York; J. Kelly Smith, general manager, CBS radio sales at WBBM Chicago; A. D. Willard Jr., general manager, WBT Charlotte; Austin E. Joscelyn, general manager, WCCO Minneapolis-St. Paul; Harold E. Fellows, manager, CBS New England operations at WEEI Boston; Carl Burkland, general manager, WTOP Washington.

Also Wendell B. Campbell 2d, assistant manager, KMOX St. Louis, D. W. Thornburgh, CBS vice-president in charge of western division, and general manager, KNX Los Angeles. Howard S. Meighan, manager, eastern division, CBS radio sales in New York also participated in the sessions.

Attending a dinner meeting of the managers on Thursday were Joseph H. Ream, CBS vice-president and secretary; Frank K. White, vice-president and treasurer; Worthington Miner, manager of CBS television, and Gilbert Seldes, director of television. William C. Gittinger, CBS vice-president in charge of sales joined the station group at a luncheon on Friday.

Speakers at the two-day meeting included: Douglas Coulter, CBS vice-president in charge of programs; Dick Dorrance, director of promotion service for CBS-owned stations; William Fineshriber, assistant director of broadcasts; Joseph Jackson, network personnel manager; Jan G. Schimek, director of editing and copyright, and Charles Smith, supervisor of research, CBS-owned stations.

Cost of ARTAS Survey Underwritten by Nets

REPRESENTATIVES of the Radio Writers Guild and other creative workers in broadcasting are cooperating with NBC, CBS and Blue Network in drafting plans for an Academy of Radio-Television Arts & Sciences.

To insure impartiality, networks retained the independent public relations firm of Lee & Losh, Hollywood, to sample industry opinion and coordinate plans for the new all-industry organization. Firm will present a suggested plan of organization for the Academy of Radio-Television Arts & Sciences for discussion by all interested groups in the industry, including NAB and employe organizations. Hill & Knowlton, New York is associated with Lee & Losh in preparation of the plan. It has been pointed out that ARTAS would not infringe upon the province of existing industry organizations. Networks are underwriting costs.

ED VOYNOW PLANS RETURN TO PETRY

LT. COL. EDWARD E. VOYNOW will spend the first few months of his return to civilian life after being placed on inactive status Dec. 4, primarily reacquainting himself with radio and particularly studying FM and television trends. He will then return to the Chicago office of Edward Petry Co. of which he is a partner and vice-president.

Col. Voynow has been with the War Department in Washington since his return from the China-Burma-India theatre where he was with the Bomber Command expediting supplies. He returned deeply impressed with the new radio techniques being developed and used in the field and believes they will do much for commercial broadcasting in the post-war period. He brings back to his business career eyewitness knowledge of the use of radar, high frequency for communications, and of radio as well as wire teletype.

Among the radio men Col. Voynow met while abroad were Hugh Higgins of WRC Washington, acting as PRO in Kahragpur, India; Lt. Col. Frank Falkner, general manager of WCCO Minneapolis, with the OSS in China and Ceylon, and J. W. Horton, Far Eastern manager of RCA, who with Col. Falkner was setting up secret communications equipment. Maj. Harry M. Jackson, Western manager of CBS sales in Chicago now back in the States, he discovered supervising the construction of Army stations in New Delhi and Calcutta despite lack of an engineering background.

Coca-Cola Drops Show

COCA-COLA Co., Atlanta, unable to find a suitable replacement for Andre Kostelanetz, who is donating his services to USO camp shows for 15 weeks, beginning Dec. 9, will relinquish time for the *Pause That Refreshes* on CBS Sunday, 4:30-5 p.m., probably after the Dec. 10 broadcast. Company is expected to resume the show as soon as the conductor is again available, provided a new time can be found. *Spotlight Bands*, and *Songs by Morton Downey* continue on the Blue for Coca-Cola. Agency is D'Arcy Adv., New York.

WLB Denial

(*Continued From Page 13*)

terchangeably in both studios, and none are regularly assigned to play in either studio exclusively. The union has asked for a minimum of eight (8) staff musicians in Minneapolis. The evidence is that employment of staff musicians at KSTP has been relatively stable and regular for the past several years, and there appears, in these war times, to be no serious unemployment problem.

Pay Increase Denied

"The majority of the Panel finds no reasonable basis, under war conditions, for requiring a minimum quota of men in the Minneapolis studios of KSTP, where more than the minimum requested are now regularly employed and at a time when there is no serious unemployment problem . . ."

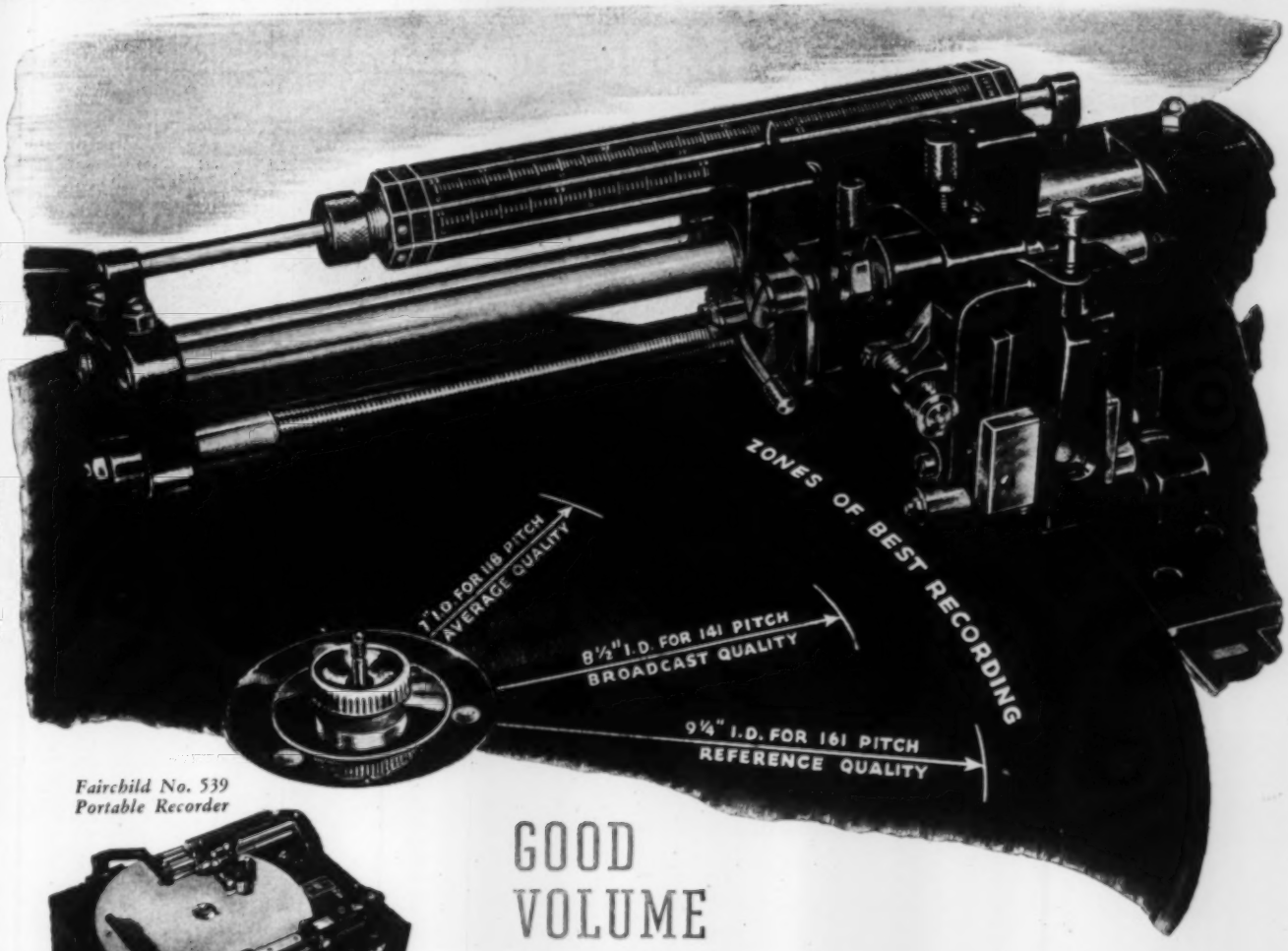
As to the union demand for a weekly wage of $52.50 for a standard work-week of 22 hours on the ground that this rate is being paid by WCCO, the panel stated that for it to order a 22-hour minimum week "would result in accepting by indirection what we have denied directly in recommending that the union's quota request be denied" and pointed out that a voluntary request by the station and the St. Paul AFM local for a 10% wage increase was rejected by the Board's Wage Stabilization Division. It therefore recommended the following rates: 13 hours, $34.56; 16 hours, $40.42; 20 hours, $46.40.

The musicians at KSTP's Minneapolis studios have been on strike for nearly four months and have refused to comply with a WLB order to return to work. The union originally obeyed a directive to terminate the strike but later called out its members after the station had instituted court action to restrain the local from holding a meeting for the purpose of resuming the strike. In conformity with its usual procedure, the Regional Board then withheld its panel recommendations on the case.

Members of the Panel are John K. Kyle, Whitewater, Wis., chairman; A. C. Lampland, St. Paul; and John Heil, Chicago. Mr. Heil, labor member, dissented.

NBC AFFILIATED STATION
RICHMOND, VA.
WORLD'S WIDER MEMORABLE MARKET BATTLE BETTER GROUNDS GUARANTEE
5000 WATTS

SOUND EQUIPMENT — *precisionized* — **mechanically and electronically** — *for finer performance*



Fairchild No. 539 Portable Recorder

GOOD VOLUME LEVEL

as high as 161 lines per inch

Good volume level is the direct result of uniform cutting . . . uniform cutting at each pitch, speed, direction . . . uniform cutting controlled by the distinctive design of Fairchild's precision-built carriage mechanism and lathe.

Study these design features:

Two accurately ground and polished stainless steel guide rods. Each securely anchored to provide a rigid framework, not only to guide the cutterhead carriage travel, but also to carry its entire weight.

One feed screw with a single task to perform: To move the cutterhead carriage transversely across the turntable by means of a split nut which engages *six* accurately ground threads *instead of the usual one or two.*

The convenience of disc handling without disturbing the feed screw and carriage mechanism.

The convenience of a calibrated reading scale that shows the minutes of recording completed; the minutes remaining for each pitch, speed, direction.

The Fairchild No. 539 Portable Recorder is built with long practiced precision skill to meet the exacting demands of radio and communications for studio-quality recording in the field. Descriptive and priority data are available. Address *New York Office:* 475 — 10th Avenue, New York 18; *Plant:* 88-06 Van Wyck Boulevard, Jamaica 1, N. Y.

Fairchild CAMERA AND INSTRUMENT CORPORATION

SOUND EQUIPMENT

WWL
NEW ORLEANS
50,000 WATTS
The Greatest Selling POWER in the South's Greatest City
CBS Affiliate
Nat'l Rep. - The Katz Agency Inc.

In Southern New England People are in the Habit of Listening to WTIC

WTIC
50,000 WATTS
DIRECT ROUTE TO AMERICA'S NO. 1 MARKET
The Travelers Broadcasting Service Corporation • Member of NBC and New England Regional Network • Represented by WEED & COMPANY, New York, Boston, Chicago, Detroit, San Francisco and Hollywood

A GOOD TIP FROM A NEIGHBOR
It will pay you to consider the vast possibilities of this great neighboring market. We'll gladly present facts as well as figures on how American advertisers can profitably use our network.
MEXICO
RADIO PROGRAMAS DE MEXICO
Largest Latin American Broadcasting System
P. O. BOX 1324 MEXICO, D. F.

Packed with S. A.
(Sponsor Appeal)
PLEASURE PARADE
see page 45

Prospects for Radio Legislation Unaffected by Election Results

White-Wheeler Bill Still 'Pending' Before Senate; House Probe of FCC Probably Doomed

IN THE WAKE of the New Deal's virtual clean sweep of the elections and the retirement from the public radio scene of FCC Chairman James Lawrence Fly, broadcasters are weighing their chances for remedial legislation next year when the 79th Congress convenes.

Six of the 10 members of the Senate Interstate Commerce Committee, whose terms expire with the present Congress, have been returned to office. Of the 25 members of the House Interstate & Foreign Commerce Committee, all but four were re-elected.

The election probably spelled doom for the House Select Committee to Investigate the FCC, it was reported in Capitol circles. Of the five-man group, only three members will be back: Chairman Clarence F. Lea (D-Cal.), and Reps. Edward J. Hart (D-N.J.)) and Richard B. Wigglesworth (R-Mass.). Rep. Warren G. Magnuson (D-Wash.) was elected Senator to fill the seat vacated by Sen. Homer T. Bone (D-Wash.), who has been appointed to a Federal judgeship.

Rep. Louis E. Miller (R-Mo.), who has vigorously investigated the Commission and particularly its chairman, was defeated. It was felt that with the Democrats strengthening their hold on the House, the FCC probe will die with the present Congress.

Senate Interstate Commerce Committee members returned to office are: Alben W. Barkley (D-Ky.), Majority Leader; Lister Hill (D-Ala.), Democratic Whip; Robert F. Wagner (D-N. Y.); Chan Gurney (R-S. D.); Clyde M. Reed (R-Kan.) and Charles W. Tobey (R-N. H.). Of the six, Sen. Gurney, former station owner, and Sen. Tobey displayed more interest in hearings on the White-Wheeler Bill (S-814) a year ago than did the others, although Sen. Reed participated in a few sessions.

Following the announced demise of the bill last June by Sen. Wheeler, he disclosed in an article in *The Progressive* that it is "pending" in Committee (see page 18).

The four Senators who will not return next year are, besides Sen. Bone, D. Worth Clark (D-Ida.), defeated in the primary by Senator-elect Glen H. Taylor, former radio cowboy singer supported by the CIO-Political Action Committee; Ellison D. (Cotton Ed) Smith, venerable senator from South Carolina; and Harry S. Truman, the new Vice-President.

Returned to the House Interstate & Foreign Commerce Committee were the following: Chairman Lea, Robert Crosser (O), Alfred I. Bulwinkle (N. C.), Lyle H. Boren (Okla.), Virgil Chapman (Ky.), Lindley Beckworth (Tex.), George G. Sadowski (Mich.), Richard F. Harless (Ariz.), Democrats.

Charles A. Wolverton (N. J.), Pehr G. Holmes (Mass.), author of radio legislation similar to the Sanders Bill, still pending in committee; B. Carroll Reece (Tenn.), Charles A. Halleck (Ind.), Carl Hinshaw (Cal.), Clarence J. Brown (O.), Evan Howell (Ill.), Leonard W. Hall (N. Y.), Thomas D. Winter (Kan.) Joseph P. O'Hara (Minn.), Republicans.

Not returning to the House are these members of the Interstate & Foreign Commerce Committee: Martin J. Kennedy (D-N.Y.); Francis J. Myers (D-Pa.), whose race for the Senate still was in doubt late last week; John P. Newsome (D-Ala.), Hugh D. Scott (R-Pa.).

Results of last week's election indicated that the next Congress should be more worldly wise on radio. The Senate adds to its roster Republican Homer E. Capehart, Indiana radio and phonograph manufacturer and television advocate, as well as Iowa's Republican Governor Bourke B. Hickenlooper, who addressed the last NAB Executives War Conference in Chicago on "Radio, Our Newest Freedom."

Only radio newcomer in the House is Luther Patrick, former commentator on WSGN Birmingham, who had served a previous term. Returned to the House were Lyndon B. Johnson (D), whose wife owns KTBC Austin, Tex.; Frank E. Hook (D), part owner of WJMS Ironwood, Mich., and Karl Stefan (R-Neb.), former announcer. Defeated for Senator was Rep. Elmer H. Wene (D), owner of WSNJ Bridgeton and part owner of WTTM Trenton, N. J.

THE FOUR network news chiefs—G. W. Johnstone, Paul White, William Brooks and John Whitmore—were reported late last week to have left on their joint trip to Pacific Fleet headquarters at the invitations of Adm. Nimitz to discuss radio coverage.

Educators Decide On Radio Courses

STANDARDS for college and university instruction in radio were adopted last Friday at a meeting of the Federal Radio Education Commission held at the Hotel Statler in Washington. Lyman Bryson, CBS director of education, presided in the absence of John W. Studebaker, U. S. Commissioner of Education.

The committee, appointed in 1943 to prepare a report to the FREC, submitted the following recommendations which were adopted:

1. Development within the student of understanding of the social, political, economic, cultural and international significance of radio.
2. Training of students for employment within stations, advertising agencies, networks, firms providing broadcasting with special services.
3. Specialized radio training for students in those professional fields that use radio, such as journalism, advertising, speech, music, religion, etc.
4. To prepare (a) teachers to utilize programs and transcriptions in classrooms, (b) supervisory personnel to serve schools as audio specialists, (c) teachers as directors of educational radio programming.

The committee which prepared the report included: Kenneth G. Bartlett, Syracuse U., chairman; Lyman Bryson, CBS; H. B. Summers, Blue; Judith C. Waller, NBC; Miller McClintock, MBS; Arthur Stringer, NAB; Elizabeth Goudy, U. S. Office of Education; Lloyd E. Blauch, USOE.

Dr. R. R. Lowdermilk, U. S. Office of Education Radio Service made a report at the meeting on the education testimony before the FCC on channels for non-commercial FM broadcasting.

The executive committee of the FREC includes John W. Studebaker, chairman; George P. Adair, chief engineer, FCC; Lyman Bryson; Clifford J. Durr, Commissioner, FCC, who spoke; John Elmer, president Baltimore Broadcasting Corp.; Willard E. Givens, executive secretary, NAB; Msgr. F. G. Hochwalt, director, Dept. Education, Nat'l. Catholic Welfare Conference, Dabney S. Lancaster, State supervisor of public instruction, Virginia; Harold B. McCarty, director, WHA Madison, Wis., representing Nat'l. Assn. Educ. Broadcasters; Miller McClintock; Bruce E. Mahon, director, extension division, State U. of Iowa; J. Harold Ryan, president, NAB; H. B. Summers, manager public service, Blue; Levering Tyson, president, Muhlenberg College; Judith C. Waller, education director, central division, NBC; C. F. Klinefelter, vice-chairman, FREC; Gertrude G. Broderick, executive secretary, FREC.

The committee voted to extend an invitation to Edgar Kobak, new MBS president to replace Miller McClintock, former MBS president.

CHESAPEAKE & Ohio Railway Co., Cleveland, as a public service, Sunday, 5-5:30 p.m. on MBS will sponsor *Let's Face the Issue*, weekly forum conducted by American Bar Assn., New York. Agency is Kenyon & Eckhardt.

WAKR
TOWERS OVER AKRON
Basic Blue Network
5000 WATTS · DAY & NIGHT
WEED & CO., National Representatives

4,300,000 JOBS TO DO TODAY

These are busy days for everybody in the telephone business. About 4,300,000 Toll and Long Distance messages go over the lines in the average business day. (That's in addition to more than 100,000,000 daily local conversations.)

Most of these millions of messages go through all right but sometimes the Long Distance lines to war-busy centers get crowded. Then the Long Distance operator may ask your help by saying — "Please limit your call to 5 minutes."

BELL TELEPHONE SYSTEM

CHNS
HALIFAX
NOVA SCOTIA
The Busiest
Commercial
Radio Station
of the Maritimes
JOS. WEED & CO.
350 Madison Avenue, New York

"THE WORLD'S BEST COVERAGE
U.P.
OF THE WORLD'S BIGGEST NEWS"

NBC
Station For
WINSTON-SALEM
GREENSBORO
& HIGH POINT
★
5000 WATTS
600 KC.
WSJS
Representatives
HEADLEY-REED CO.

Bob Kennedy from the original cast of "Oklahoma" sings on
PLEASURE PARADE
see page 45

AFRA, Nets Agree on 10% Increase For Talent; Other Points Liberalized

IN ADDITION to an overall increase of 10% in the AFRA commercial code covering performers employed on national programs, the new two-year contract entered into by AFRA with the networks Nov. 3 [BROADCASTING, Nov. 6] specifies other generally liberalized provisions, according to a report issued last week by the American Assn. of Advertising Agencies.

The agreement reached by AFRA and the networks, with AAAA sitting as observer, would be for a two-year period from Nov. 1, subject to the approval of the National War Labor Board. Terms for local and regional broadcasts out of Chicago, Los Angeles and San Francisco are to be negotiated separately and likewise will be subject to WLB approval. Negotiations for renewal of the national transcription code are continuing in New York, with similar negotiations in Chicago and Hollywood later this month.

10% Increase

In a summary of changes, AAAA said the major conclusion was an increase of 10% in all fees and dollar amounts in the scales of working conditions.

Provision is made for name credits, with the understanding that the producer, under such circumstances as he deems appropriate, will give such name credits on the air as program exigencies and requirements will reasonably permit.

Where an artist is required to wear evening dress, a minimum fee of $1 for male artists and $2.50 for female artists is to be paid for broadcast and repeat if both on the same day.

The producer must give the artist not less than two weeks' notice if he intends to renew under a minimum 13-week contract. Travel compensation, where the total fee is less than $100 per program, is established in instances where travel is more than 20 miles from the key broadcasting centers (New York, Chicago, Hollywood, or San Francisco). The basis is $24 per full day in addition to the fee, first-class transportation and reasonable living expenses.

Revision of the general schedule of rules provides that the program and rebroadcast fee shall include only two hours of free rehearsal, with additional rehearsal at $2 per hour.

Masters of ceremonies, quiz masters and man-in-the-street announcers are defined as actors and receive applicable actors' fees. Newscasters are defined as announcers and receive applicable announcers' fees.

Where incidental background singing is used in a dramatic production and a singer or singers are engaged to create this atmosphere, the producer may apply for a waiver to pay such performer the applicable actors' rate and AFRA, in its discretion, may approve.

Revision of the provision dealing with rehearsal sessions provides that rehearsals for 15, 30 and 60-minute programs shall be held in not more than one, two and three sessions respectively, except that an additional session may be held in each case where a 15-minute program has been rehearsed in one session of three or more hours, where a 30-minute program has been rehearsed in two sessions totalling eight or more hours, and where a 60-minute program has been rehearsed in three sessions totalling 10 or more hours. Participation in a voice test by an artist already engaged for the program shall be paid for at the rehearsal rate.

The network AFRA contract was extended for two years to Oct. 31, 1946 and contained no cost of living escalator clause. All changes were retroactive to Nov. 1, 1944, except for certain provisions to become effective Nov. 12, 1944, but with all subject to WLB approval.

AAAA suggested to its membership that until such time as the WLB takes action, reserves should be set up covering all increases in minimum fees to performers on their programs.

Ralph D. Kanna Named WHTD Station Manager

APPOINTMENT of Ralph D. Kanna as station manager of WHTD, formerly WNBC Hartford, succeeding Richard Davis was announced by John Shepard 3d, chairman of the board of directors of the Yankee Network.

Mr. Kanna, who is Hartford representative for the New York Office of War Information, was program director of the station for five years. He entered radio in 1934 after graduation from Syracuse U., as an announcer at WGLC Hudson Falls, N. Y.

Peard Joins KTBS

LESLIE H. PEARD Jr., sales manager of WBAL Baltimore, will join KTBS Shreveport, Dec. 1 as commercial manager. Mr. Peard was graduated from Princeton in 1933 and made his connection with WBAL shortly thereafter.

GODFREY TO TOUR IN SOUTH PACIFIC

ARTHUR GODFREY, sunrise announcer of WABC New York and WTOP Washington, is leaving on a South Pacific tour under Navy auspices. He will make a series of recordings built around use of blood plasma at military posts.

Mr. Godfrey

Famed for his one-man blood donor campaign, Godfrey has given nine pints of his own blood. In his youth he was a seaman in the Navy and in 1937 applied for a commission, believing war was approaching. He was commissioned a lieutenant commander in public relations, continuing his radio work. After Pearl Harbor he was placed on the inactive list by the Navy on the ground that he was more valuable at the microphone as a recruiting stimulator.

Accompanying Godfrey will be G. Richard Swift, program director of WABC New York. Bill Jenkins will substitute at WTOP Washington. Godfrey has recorded in advance enough material for about a week.

Kesten Return Awaited

CBS board of directors meeting, scheduled for Nov. 8, was postponed to Nov. 17, because of the absence of Paul W. Kesten, executive vice-president, as well as of William S. Paley, president, it was announced last week. Mr. Kesten left several weeks ago on a trip to England to discuss network affairs with Mr. Paley, CBS president on leave to serve as chief of radio, Psychological Warfare Division, SHAEF. Board will act on the year-end dividend payable Dec. 8 as of record Nov. 24, 1944.

Audition's 10th Season

SHERWIN-WILLIAMS Co., Cleveland, for the tenth season sponsors *Metropolitan Opera Auditions of the Air*, to be broadcast on 160 Blue stations Sunday, 5:30-6 p.m., beginning Nov. 26. Firm has retained the period through summer and fall with *World of Song*. Agency is Warwick & Legler, New York.

ADVERTISINGG RESEARCH Foundation has moved from its present offices at 330 W. 42d St., in New York, to larger quarters at 11 W. 42d St.

Serving New England's 3rd Largest Concentrated Audience
WLAW
LAWRENCE, MASS.—5000 WATTS-680 K C
NATIONAL REPRESENTATIVES: THE KATZ AGENCY, INC.

what makes a . . .

EXCLUSIVE

DEEP-FREEZE EXPERT of the animal kingdom, the Polar Bear is EXCLUSIVE because its entire life is spent on ice . . . and because of great love for its young. Crack swimmer, long of body with shaggy yellow-white hair, the Polar Bear inhabits North Pole regions, keeps warm and dry with well-oiled skin, feeds on both land and aquatic animals.

FIRST WITH FM in the Kansas City Area, K-O-Z-Y is EXCLUSIVE because it is Today's Voice of Tomorrow for Particular People in a Preferential Market . . . where "double-talk" broadcasting is "second-guess" campaigning . . . because EXCLUSIVE FM PROGRAMMING for EXCLUSIVE FM LISTENING makes Everything KOZY in Kansas City. Write Today for Rate Card 3.

EVERETT L. DILLARD
General Manager

ELIZABETH WHITEHEAD
Station Director

FM Radio Station KOZY

PORTER BUILDING • KANSAS CITY, MISSOURI

FM Pioneer in the Kansas City Area

The San Francisco Radio Picture Has changed!

Look up Blue's KGO in your latest Hooper!

It's THE Bay Area Buy!

BLUE NETWORK
WFMJ
YOUNGSTOWN, O.

28th
U. S. METROPOLITAN DIST.
MORE LISTENERS PER DOLLAR

Ask HEADLEY-REED

New York, Chicago, Detroit, Atlanta San Francisco

Actions of the FEDERAL COMMUNICATIONS COMMISSION

NOVEMBER 4 TO NOVEMBER 10, INCLUSIVE

Decisions . . .

NOVEMBER 6

KTYW Yakima, Wash.—Granted license cover CP move transmitter and studio and changes antenna.

KFAC Los Angeles—Granted license cover CP move transmitter and installation new antenna.

South Bend Broadcasting Corp., South Bend, Ind.—Granted license cover CP new standard station (WHOT).

KFAB Lincoln, Neb.—Granted license cover CP change frequency and hours operation and installation DA-N.

WIBG Philadelphia—Granted CP move old main transmitter to present site of main transmitter for use as auxiliary with 1 kw DA-DN.

KNOE Inc. Monroe, La.—Granted license to cover CP new standard station (KNOE).

WFLA Tampa, Fla.—Granted license cover CP change assignment.

Contra Costa Broadcasting Co., Richmond, Cal.—Placed in pending file application new FM station.

John W. Haigis, Greenfield, Miss.—Same.

KOIN Portland, Ore.—Same.

The Passaic Daily News, Passaic N. J.—Same.

Piedmont Broadcasting Corp., Salisbury, N. C.—Same.

Portland Broadcasting Co. System, Bangor, Me.—Same.

Press Publishing Co., Sheyboygan, Wis.—Same.

Ned Shepler, Lawton, Okla.—Same.

Surety Life Insurance Co., Columbus, S. C.—Same.

Topeka Broadcasting Assn., Topeka, Kan.—Same.

WAVE Louisville, Ky.—Placed in pending file application new commercial television station.

Yankee Network Inc., Hartford, Conn.—Same.

Board of Education, City of St. Louis—Placed in pending file application new noncommercial educational station.

Iowa State College of Agriculture & Mechanic Arts, Ames—Same.

State U. of Oklahoma, Norman—Same.

NOVEMBER 8

Nashville Radio Corp., Nashville, Tenn.—Passed for one week motion for leave to amend application new station.

WSYR Syracuse—Granted motion for continuance hearing on application changes DA set Nov. 21 and continued same to Dec. 21.

Telegram Publishing Co., Salt Lake City—Granted motion to dismiss without prejudice application new station.

KCMO, KJR Seattle, Wash.—Granted motion for continuance hearing license renewal applications now set Nov. 14 and continued same to Jan. 15, 1945.

WGCP Albany, Ga.—Granted request for dismissal application for CP.

NOVEMBER 9

E. C. Keily, D. R. McKinley and Vernon Hansen, d/b Central Valley Broadcasting Co., Sacramento, Cal.—Granted CP new station, 1340 kc, 250 w, unlimited. Subject Jan. 26 policy.

Lincoln Dellar, Sacramento, Cal.—Granted CP new station, 1490 kc, 250 w, unlimited, subject Jan. 26 policy.

Herbert Kendrick and G. L. Hash, d/b Harrisburg Broadcasting Co., Harrisburg, Pa.—Granted CP new station, 1400 kc, 250 w, unlimited, subject Jan. 26 policy.

American Colonial Broadcasting Corp., Arecibo, P. R.—Granted CP new station, 1230 kc, 250 w, unlimited, subject Jan. 26 policy.

WDGY Minneapolis — Designated hearing application mod. license decrease N from 500 to 250 w, change hours to unlimited.

WERC Erie, Pa.—Designated hearing application license for CP authorizing change from 1490 to 1230 kc, and authority determine power by direct measurement antenna power.

City of Sebring, Fla.—Designated hearing application for CP for new station, 1430 kc, 1 kw, unlimited.

Newark Broadcasting Corp., Newark—Granted petition reinstate application for CP new station, 620 kc, 500 w D, non-directional antenna, and designated application for hearing.

WPRA Mayaguez, P. R.—Granted consent to acquire control Puerto Rico Adv. Co. Inc., licensee of WPRA through purchase 77 sh common stock by Andres Camara and 37 sh by Julio Vidal for $30,000.

WQAN Scranton, Pa.—Granted consent involuntary assign. license from partnership composed of E. J. Lynett, deceased, to W. R., Elizabeth R., and E. J. Lynett Jr. d/b *Scranton Times*. No money involved.

Applications . . .

NOVEMBER 6

WMAZ Macon, Ga.—Mod. CP authorizing move auxiliary transmitter, increase power auxiliary transmitter and DA, for extension completion date from 11-22-44 to 5-22-45.

WGBG Greensboro, N. C.—CP new FM station, 44,500 kc, 11,130 sq. mi., $27,300 estimated cost.

WMFR High Point, N. C.—CP new FM station, 45,000 kc, 5,030 sq. mi., $14,800 estimated cost.

Interstate Circuit Inc., Dallas—CP new commercial television station, Channel 2.

KRSC Seattle, Wash.—CP new commercial television station, Channel 1.

Cincinnati Broadcasting Co. Cincinnati—CP new commercial television station, Channel 7.

NOVEMBER 9

Eastern Shore Broadcasting Co., Preston, Md.—CP new standard station, 960 kc, 250 w, D.

WSVA Harrisonburg, Va.—CP change hours of operation from D to unlimited, install night antenna, move transmitter.

Frank T. Nield and Perry H. Stevens, d/b Nied & Stevens, Warren, O.—CP new FM station, 49,100 kc, 262 sq. mi.

Wyandotte News Co., Wyandotte, Mich.—CP new FM station, 46,100 kc, 775 sq. mi.

KXOX Sweetwater, Texas — Acquisition control licensee corporation by J. S. and Mittie A. McBeath thru purchase 75 sh (50%) common stock from Wendell Mayes.

J. W. Birdwell, Nashville—CP new standard station, 1240 kc, 250 w, unlimited hours, amended re change in transmitter type.

KORE Eugene, Ore.—Involuntary assg. license from Frank L. and Violet G. Hill, co-partners d/b as Eugene Broadcast Station, amended change name of Violet G. Hill to Violet G. Hill Motter.

C. H. Fisher & B N. Phillips d/b Valley Broadcasting Co., Eugene, Ore.—CP new standard station, 1400 kc, 250 w, unlimited.

Tentative Calendar . . .

NOVEMBER 14

Consolidated Hearing

KOMO Seattle, Wash.—License renewal.
KJR Seattle, Wash.—Same.

NOVEMBER 15

Consolidated Hearing

Finger Lakes Broadcasting System, Geneva, N. Y.—CP new station, 1240 kc 250 w unlimited (WSAY facilities when vacated).

WARC Inc., Rochester, N. Y.—Same.

Rochester Broadcasting Corp., Rochester, N. Y.—Same.

Seneca Broadcasting Corp. Rochester, N. Y.—CP new station, 1240 kc 250 w unlimited. Intervenor—WENY Elmira, N. Y.

NOVEMBER 17

Consolidated Hearing

Birney Imes Jr., Meridian, Miss.—CP new station, 1240 kc 250 w unlimited.

Mississippi Broadcasting Co., Macon, Miss.—Same.

Consolidated Hearing

Marietta Broadcasting Co. Marietta, Ga.—CP new station, 1230 kc 250 w unlimited.

Chattahoochee Broadcasters, Marietta, Ga.—Same.

WSAM Saginaw, Mich.—Granted mod. license change main studio location from 2745 Bay St., Saginaw Township to 610 Eddy Bldg., Saginaw, Mich.

Blue Network Co. Inc., New York—Granted extension permit under Sec. 325 (b) to transmit programs to Canada.

KFI Los Angeles, Cal.—Granted renewal license on regular basis and application dismissed from hearing docket.

Hoyt B. Wooten, Memphis—Granted request reconsideration FCC action of June 27, 1944 designating application of Hoyt B. Wooten, t/r WREC Broadcasting Service, Memphis, for hearing and grant same without hearing, and ordered renewal license for WREC be issued for period ending 5-1-46, and the hearing scheduled cancelled.

WSAY Rochester, N. Y.—Granted request 30-day extension to complete construction under permit change frequency, increase power with notice that FCC expects construction completed without unnecessary delay.

NOVEMBER 10

WTAD Quincy, Ill.—Denied reconsideration and grant without hearing of FCC action of 9-19-44 designating for hearing application for consent to assgn. of license from Ill. Broadcasting Corp. to Lee Broadcasting Inc.

Marietta Broadcasting Co., Marietta, Ga.—Denied reconsideration of action 9-19-44 denying request for 6 mos. continuance of consolidated hearing with Chattahoochee Broadcasters application for new Marietta station and affirmed denial.

WLIB Brooklyn—Granted permission to identify station as a New York station.

KQV Pittsburgh—Granted consent transfer control of KQV Broadcasting Co. from H. J. Brennen, H. K. Brennen, Sara A. Brennen, Margaret M. Brennen and Thelma B. Bregenser to Allegheny Broadcasting Corp. for $575,000 for 1000 sh.

Durham Broadcasting Co., Durham, N. C.—Granted petition amend application to change from 1580 to 1340 kc and remove from hearing with application of Harold Thoms, and directed order to WGTM Wilson, N. C., to show cause why frequency should not be changed from 1340 to 1240 kc.

KWBU Corpus Christi, Texas—Authorized Special Service Authorization of 1030 kc for 6 mos. on conditional basis, D.

WCED Du Bois, Pa.—Granted petition for rehearing, directed against FCC action of 9-12-44 granted without hearing application of Presque Isle Broadcasting Co., Erie, Pa. for CP change operating assgn. from 1490 to 1230 kc, 250 w D unlimited.

WJTN Jamestown, N. Y.—Granted rehearing FCC action 9-12-44 granting without hearing application of WERC, setting asde this action and designated application for hearing.

WLEU Erie, Pa.—Denied rehearing FCC action of 9-12-44 granting without hearing application of WERC to change assgn. Also denied petition reinstate and grant CP application to change from 1450 to 1260 kc, increase to 1 kw N 5 kw D, unl. and install DA for night use and new transmitter.

WPAT Paterson, N. J.—Granted consent to transfer control of North Jersey Broadcasting Co. Inc., licensee, from Frank Falknor and Rex Schepp, transferors, to Donald Flamm, transferee.

WOKO Albany, N. Y.—FCC issued Proposed Findings of Fact and Conclusions looking toward denial of application for license renewal because of claimed misrepresentations in applications to the Federal Radio Commission and the FCC.

in the CONTROL ROOM

PAUL H. PROKES, formerly with WGN and WIND Chicago and more recently with the Office of Scientific Research & Development, Washington, has joined the engineering staff of WHFC-WEHS Chicago.

DR. ALEXANDER J. ALLEN has been appointed Westinghouse graduate professor of engineering at the U. of Pittsburgh. Dr. Allen will work closely with the Westinghouse Educational Dept. in planning courses leading to advanced degrees for company employes.

DONALD DeWOLF, NBC Hollywood studio engineer has been elevated to supervisor of sound effects. **ED LUDES** continues in that department as assistant to Mr. DeWolf.

LOUISE WINTER, former music director of KSFO San Francisco, and shortwave studio engineer of the OWI's San Francisco office, has joined the engineering staff of WOV New York.

PAUL JOHNSON, former engineer of CBK Watrous, Sask., and now with the Canadian Broadcasting Corp. Overseas Unit, is home on leave at Winnipeg, visiting his wife who had been overseas as a member of the Royal Canadian Air Force, Women's Division, and later joined the CBC Overseas Unit. They were married in London a year ago.

CLIFF BOWERS and **FRANK DESMOND**, both new to radio, have joined the technical staff of CKNX Wingham, Ont.

FRED E. WALTERS, production manager for International Detrola Corp. for the past 2½ years, has been named head of production for John Meck Industries, Plymouth, Ind.

A. L. HERRON, formerly with Stewart-Warner Corp., has been appointed manager of cabinets for the radio receiver division of Westinghouse E. & M. Co.

HOWAL CAINS, control room engineer of WWL New Orleans, has married Glenda Selph.

Classified Advertisements

PAYABLE IN ADVANCE—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Bold face caps 30c per word. Ad must be all light face or all bold face caps. Count 3 words for blind box number. Deadline Monday preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Announcer. Experienced newscaster, also capable of routine studio work, 5 kw network affiliate, major midwestern market. Opportunity for advancement. Salary commensurate with ability. Include all data in first letter. Reply confidential. Box 540, BROADCASTING.

Account executive to join recognized medium size Chicago agency in a new business development capacity. Must have agency experience, excellent references, good contacts and strong sales ability. Give complete information in first letter. Our executive staff is familiar with this advertisement. All applications will be kept in strictest confidence. Box 612, BROADCASTING.

Announcer. With experience on panel and and transcription tables, by 1000 watt midwestern network station. Excellent working conditions and top salary to start. Write giving full particulars care Box 829, BROADCASTING.

Announcer for 50,000 watt CBS station. Excellent opportunity for top-notch, reliable man. Submit transcription with application. Box 855 BROADCASTING.

Salesman. By Western Pennsylvania 250 watt network station. Salary, commission, use of car. Good opportunity for steady, reliable man with sales ability. Address Box 864, BROADCASTING.

Wanted. Two experienced announcers for Pennsylvania station. Good opportunity and postwar future. Box 870, BROADCASTING.

Announcer-operator wanted by station in Rocky Mountain area. Send experience, snapshot and three references. Men only. First grade license. Box 875, BROADCASTING.

Immediate opening for two versatile announcers. 40.00 basic and talent. Send photograph, complete details of background, statement of availability if possible. Box 877, BROADCASTING.

Wanted. First or second class operator. Excellent opportunity for advancement. Ideal working conditions. Permanent. Blue Network, 1,000 watts, plan for great expansion, FM application filed. RCA equipped. A real opportunity for right party. Advise salary expected to start. Reporting date first letter. WTJS, Jackson, Tennessee.

Announcer wanted. Must be experienced. Top salary paid for right man. Send voice transcription and full particulars to A. R. Cooper, Program Director, WFDF, Flint, Michigan.

Wanted—Experienced commercial announcer for 1 kw station. Give experience and references in first letter of application. Address KPAC, Drawer 511, Port Arthur, Texas.

Copy writer, experienced. Good position with 1,000 watt midwest station. Weekly salary starts at 50 dollars for 50 hours for man who can produce salable commercial copy. Send full particulars and sample scripts with first letter, to Elmer Knopf, WFDF Flint, Michigan.

WKY Radiophone Company, Oklahoma City, Oklahoma wants experienced announcer. Send voice transcription and full particulars to Bloyce Wright, Production Manager.

Help Wanted (Cont'd)

Announcer-operator wanted. Must have first class radiotelephone license and be capable of announcing news and commercials. Give experience, draft status and salary required first letter. Radio Station KSEI, Pocatello, Idaho.

Two announcers. Good opportunity for experienced men on NBC affiliate. $40.00 base weekly, plus overtime at time and one half. Want permanent men who are sober and conscientious. Write or call Manager, WFOR, Hattiesburg, Miss.

Situations Wanted

Announcer. Draft exempt, young, single. Wishes opportunity with small progressive station. Experienced newscaster, commercials and dramatics. Free to locate anywhere. Box 863, BROADCASTING.

Top salesman with regional station in three station market of half million, desires permanent change to either salesman or commercial manager of regional, or good local station. Box 865, BROADCASTING.

Announcer-script writer. Network affiliate experienced announcer-copy writer. Available November 15th. Draft exempt, married, excellent references. Give complete details in first letter. Box 867, BROADCASTING.

Experienced radio announcer. 100% commercial. Now doing news commentary, variety and dramatic shows. Included in background, sports coverage, production and script writing. Write Box 868, BROADCASTING.

Station owners—Young man, draft exempt, 6 years experience in all phases of radio, seeks management of small station, with opportunity to make money according to profits, with small basic salary. Know sales production, and net operation thoroughly. Good record, backed by references. Employed now, but available on two weeks notice. Prefer Pacific Coast. Box 869, BROADCASTING.

Announcer, 25. Available immediately, draft exempt, 3 years solid experience. Please state salary, commercials, hours. Box 872, BROADCASTING.

Announcer-program director, 26 years old. 3 years experience news, dramatics, play-by-play sports, commercials, special events. Available immediately. Box 874, BROADCASTING.

Operator with first class phone license would like position in midwest. Write Clyde Stewart, 1508 Ridgewood Ave., Ames, Iowa.

Situations Wanted (Cont'd)

Announcer, newcaster, writer, actor. Reliable, ambitious. Veteran. Eastern station preferred. Box 97, G. P. O., New York 1, N. Y.

CHIEF ENGINEER. OUTSTANDING BACKGROUND, WIDE EXPERIENCE. BOX 878, BROADCASTING.

Station promotion director thoroughly experienced in publicity, advertising and production. Box 879, BROADCASTING.

Wanted to Buy

Will pay cash for 250 watt transmitter. FCC approved Box 860, BROADCASTING.

Wanted—250-500 watt full-time station. Cash. Box 866, BROADCASTING.

250 watt transmitter frequency monitor and modulation monitor. "Radio," P. O. Box 1224, Montgomery, Ala.

Wanted—Broadcasting equipment such as pre amplifiers, control panel, meters and any other equipment except transmitter. Write or wire prices of what you have. E. A. Homes, Jr., 511 S. 83rd st. Birmingham, Ala.

Wanted—Any FCC approved frequency monitor. Also, approved modulation monitor. Wire KCMC, Texarkana, collect.

Wanted to buy for cash—1 visual frequency monitor, 1 modulation monitor 1 volume limiting amplifier with tubes, 1 3 watt monitor amplifier with tubes, 1 studio speech input console with tubes. 2 transcription turntables with lateral pickups. The above is for a 250 watt A. M. transmitter. Central Louisiana Broadcasting Corp., Box 1845, Alexandria, La.

Wanted—Any type vertical antenna. Phone collect Central 6595 Chicago, Mr. Clifford.

Wanted—Frequency monitor and modulation monitor. Phone Central 6595, collect, Chicago, Mr. Clifford.

For Sale

Complete recording setup with new soundproof studio. Western Electric amplifiers, also Presto portable 6C turntable 80A amplifier. South Texas. Box 847, BROADCASTING.

For sale—Western Electric 6-B 1,000 watt transmitter. Box 871, BROADCASTING.

For sale—250 watt broadcast transmitter. Will meet FCC requirements. 150 foot insulated tower complete with lighting equipment, and frequency monitor, $3,600. Will not sell separately. Box 873, BROADCASTING.

WAGA ATLANTA

A Fort Industry Station

Now accepting applications with view of adding one above-average staff announcer.

Men interested should include all pertinent details—experience, education, background and, particularly, accredited references.

Please do not send application after November 27.

Address: John Barlett
Production Manager

WAGA
Atlanta 3, Georgia

The **SCHOOL** *of* **RADIO TECHNIQUE**

(America's Oldest School Devoted Exclusively to Radio Broadcasting)

8 Weeks' Evening Course
NOVEMBER 14
6 Weeks' Day Course
DECEMBER 4

Taught by Network Professionals, for Beginner & Advanced students, include:

- Announcing
- Station Routine
- Newscasting
- Acting
- Continuity Writing
- Diction
- Commentating
- Voice

Co-ed. Moderate rates. Inquire! Call or Write for Booklet B.

R.K.O. BUILDING, RADIO CITY, N.Y.
CIRCLE 7-0193

NO PRIORITY?

You don't need one to buy Andrew Type 737

7/8 DIAMETER
COAXIAL CABLE

Soft Temper, in 100 ft. coils

Surplus material, released by the War Production Board for sale without priority

ANDREW CO.
363 East 75th St.
Chicago 19

SERVICE DIRECTORY

"GEARED TO AM-FM EXPANSION"
Radio Engineering Consultants
Commercial Radio Equip. Co.
Washington, D. C. Kansas City, Mo. Hollywood, Cal.

Custom-Built
Speech Input Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
District 1640

MORE RF KILOWATT HOURS PER DOLLAR WITH
F & O TRANSMITTING TUBES
Freeland & Olschner Products, Inc.
611 Baronne St., New Orleans 13, La.
Raymond 4756
High Power Tube Specialists Exclusively

ADVERTISING AGENCIES
Without Canadian Connections
USE
RECORDINGS REG'D
633 Dominion Sq. Bldg., Montreal, Canada
FOR COMPLETE PRODUCTION AND RECORDING FACILITIES • • FRENCH AND ENGLISH
Write Us

WANTED

5 kw transmitter

1 antenna, any height with lights

1 250 watt transmitter

Box 876, Broadcasting

Extensive Broadcast Activity Planned for War Bond Drive

BROADCASTERS, both network and independent, are drawing up final plans to take part in the Sixth War Loan Drive for $14,000,000,000 Nov. 20-Dec. 16. Specially prepared Treasury material, most of it sponsorable, has already been scheduled and sold by many stations. It will be supplemented by extensive independent activities and promotion to sell individuals their $5,000,000,000 quota of E Bonds. Additional support will be received through heavy scheduling by the OWI allocation plan.

The major networks will present half-hour programs on the eve of the drive. Blue will be first on the schedule at 8:30 p.m. with a dramatic program written and produced by Ben Hecht. NBC will be second with a program featuring top talent. CBS follows with *American Pilgrimage*, to be written by Bill Robson, with pickups from the homes of servicemen overseas. Mutual will present the fourth quarter-hour. Concluding the presentation all four nets will combine for a message from the President officially opening the Loan.

New York Rally

The following evening, Nov. 20, a number of top network programs will be broadcast from a Bond rally at Madison Square Garden, New York, starting off with the Sun Oil news commentary by Lowell Thomas on NBC 6:45-7 p.m. and followed by Lehn & Fink's *Blind Date* on the Blue 8:30-9; Gabriel Heatter for Kreml on Mutual 9-9:15; Coca-Cola *Spotlight Band*, Blue 9:30-9:55; Mars Candy *Dr. I.Q.*, NBC 10:30-11. Other radio entertainers will also make appearances. NBC that same evening 11:30-12 midnight plans to carry a pickup from a "Stars on Parade" rally at Constitution Hall, Washington, entire show of which will be aired locally by WWDC.

With "Let's Talk Turkey to Japan" as NBC's special Bond Day, Nov. 23, Thanksgiving Day, the network will devote 20 hours of broadcast time to the campaign. Military leaders, entertainers, civic leaders and clergymen will present Bond appeals. At least once an hour on the hour the sound of a doorbell will be heard, to indicate a special Bond appeal, as NBC's salute to the nation's 5,000,000 volunteer Bond salesmen. Other features, among other pickups, will include a report on how men overseas are spending Thanksgiving.

Blue Network Bond Day is set for Dec. 1 and Mutual Dec. 16. Mutual theme is to be "Buy a Bond for Christmas". Dec. 7 is date chosen by CBS as its Bond Day. That network will present War Bond scripts on all of its sustaining programs. Pickups will include interviews with war casualties overseas. Typical program story is slated to include many major battles of World War II and their respective veterans. Working on this project is Bob Shayon, staff producer.

In addition to a program near the end of the drive to show the nature of the enemy, CBS has scheduled four Monday shows 11:30-12 midnight in cooperation with the American Hotel Assn. Each broadcast will be dedicated to a basic industry's war contribution. Four Friday 7:15-7:30 p.m. programs featuring name talent back from overseas tours is also tentatively slated by CBS.

With Gabriel Heatter as mc., Mutual in its opening Bond broadcast Nov. 19 9-9:30 p.m. will present Jane Cowl, Sgt. Joe Louis, and an enactment of Norman Corwin's "We Hold These Truths" by Walter Hampden.

Navy participation in the Sixth Loan is highlighted by a "Pacific Theatre" presentation of exhibits and a group of network broadcasts from the Navy Pier in Chicago, Nov. 18 through Dec. 3. All four nets plan pickups and originations from the radio theatre on the pier constructed for the exhibit. Coordinating the programs for the Navy are Lt. (jg) George J. Zachary and Lt. George Christ.

An appeal to advertisers and agencies was made by George P. Ludlam, chief, OWI Domestic Radio Bureau, to adhere to regular OWI allocations, despite eagerness of producers to devote programs to the Sixth War Loan. The Bureau is especially concerned that appropriate time be given the Army nurse recruitment, Merchant Marine and Don't Travel campaigns.

Silent Partners

THOSE who serve in silence no longer do so in anonymity on WDRC Hartford. After each local show the announcer not only identifies himself but also tells the names of those working in the control room and at the transmitter. Besides giving the unknowns a break it proved a good morale-builder for the staff.

Blue Names Samuels

FRANK SAMUELS, San Francisco sales manager for the Blue Network and former sales manager for KGO, Blue owned and operated outlet in San Francisco, has been appointed sales manager for the Blue western division, according to a joint announcement last week by Don Searle, Pacific Coast general manager, and C. P. Jaeger, general manager of the network. Under the new title, effective immediately, Mr. Samuels succeeds Tracy Moore, resigned. Assuming Mr. Samuels' former duties is Byron Nelson, San Francisco representative for the Blue who previously had represented KGO.

Mr. Samuels

Elgin Talent

TWO-HOUR program, *Elgin Show*, sponsored Thanksgiving Day on CBS by Elgin National Watch Co., Elgin, Ill., will have the following lineup on the network show: Don Ameche, m.c., Edgar Bergen & Charlie McCarthy, Ken Carpenter, Frances Langford, Spike Jones & his City Slickers, Ed Gardner, Elsie Janis, Alan Jones, Susanna Foster, Lina Romay, Falstaff, Charioteers and Lou Silvers' Orchestra. Broadcast will be shortwaved to troops overseas.

Drawn for BROADCASTING by Sid Hix

"And Now Fans, Moneybags Greets Your Again to Shower Wealth On You Lucky Folks!"

One-Market Plan Advantages Cited

Stanton Says CBS FM Plan Offers Wider Coverage

URGING that the FCC consider the "single-market" plan for FM as proposed by Paul W. Kesten, CBS executive vice-president [BROADCASTING, Oct. 9], Dr. Frank Stanton, CBS vice-president, in a supplementary statement filed for the Commission's allocation hearings record, said the single-market plan has technical, social and economic advantages "which point toward a more democratic and constructive future for FM".

Market areas under the CBS plan would be designated from Census Bureau statistics, rather than those outlined by consumer organizations and advertising agencies. The single-market plan would (1) provide a larger rural area coverage and (2) a superior signal in each of the important centers of population, according to Dr. Stanton's statement.

More Channels Seen

Technically the CBS plan "insures the maximum signal where it is needed most—in the densely populated, built-up urban areas," said the Stanton supplement. Rural service is increased, not compromised. "By restricting the use of 50 kw stations a greater number of channels is made available for low-power single-market stations," he continued. Such a system also reduces the effect of long-distance interference from adjacent or co-channels.

Socially, the single-market principle insures the maximum amount of local public service broadcasting because "it not only permits more stations but provides each central city with its own FM stations". Equivalent competition is assured by making it possible, Dr. Stanton pointed out, for any FM broadcaster to have a coverage area as large as any other in a given market.

"This plan prevents the development of inequalities in facilities in the market without sacrificing, in fact, by improving both signal level and coverage area," the statement asserted. "It distributes the advertiser's dollar to more and more stations and thereby provides more employment. This proposal puts each broadcaster in a given market on an equal economic footing. Furthermore, it places the competitive emphasis on programming and public service which, in the final analysis, are the end products of broadcasting."

Accompanying the statement was a map showing how CBS proposes to cover 88.7% of the U. S. population with a network of 200 stations, based on the single-market plan.

NEW 5 kw transmitters have been ordered from RCA by CKWS Kingston, CKGB Timmins, and CJKL Kirkland Lake, Ont., for late 1945 delivery, Roy Thomson, operator of the stations, has announced.

Real Estate Developer

J. C. Nichols, whose expert guidance has made Kansas City nationally known for its beautiful residential areas, says this of radio, "With my life devoted to the betterment of the American home and community, it is no wonder that I have such a deep respect for radio. Its influence is one of perpetuating the home as the hub of our daily existence."

The influence of radio does give to home-life added incentive. By the mere twist of a dial, top-billing entertainment stars make all the home a stage. News as it happens, even in far distant lands, is a never ending panorama. Such radio stations as KMBC of Kansas City seek constantly for added ways in which to improve its service to listeners. The expense of making this possible is KMBC's investment for an even broadened position of responsibility to the home and the community in the post-war life of tomorrow.

KMBC

OF KANSAS CITY

FREE & PETERS, *Inc.*

Of Course, KMBC-FM—An Extra Service at No Extra Cost!

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TO THE HOME AND THE COMMUNITY

SINCE 1928 — THE BASIC CBS STATION FOR MISSOURI AND KANSAS